DBS
Dublin
Business
School

Undergraduate
Course Catalogue

Autumn 2023

Please consult your Student Advisor 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 courses 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.

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>

Choice	Title	Code
Example	Introduction to Politics	A6AR004
1		
2		
3		
4		
5		

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School of Business & Law - Fall Semester Options

(For delivery from September 2023 to December 2023)

Year 1

Maths and Statistics for Business **B6AF104**

This module introduces the learner to concepts and techniques within mathematics and statistics that are relevant in the modern business environment. Learners will study different data collection methods and sampling techniques, along with appropriate methods for summarising and presenting data. Learners will apply various theories and concepts of research techniques and demonstrate how mathematical models can be applied to research activities. The module will enable learners to cultivate an approach and methodology for solving contemporary business problems using appropriate mathematical and statistical tools.

Business Context & Organisations **B6BU100**

Business Context and Organisation is an introductory business module for students in year 1 of a level 8 business degree. It introduces students to Analysis of the Business Environment, Internal and External, and each of the central business functions, examining the concerns and some practical skills of those functions, namely; Operations, Finance and Human Resources Management. (The marketing function is examined in a different module). It gives an appreciation of the importance of the influence of the external and internal business environment on business success, introduces environmental analysis tools and models, examines the contribution of, and the concerns of, the various functional areas and introduces concepts of organisational change, ethics and entrepreneurship. It provides a thorough underpinning foundation for subsequent business/management modules.

Marketing Essentials **B6MK117**

This module introduces the learner to marketing concepts and theories that provide a comprehensive foundation within the marketing subject area. Lectures will be the primary method of delivery. These are supported by tutorials to facilitate further discussion of material and guidance for self-directed learning. Guest lecturers will be invited to offer seminars to develop the learners' understanding of current practices in marketing led organisations.

IT Essentials **B6IS117**

In this module learners will focus on the essential and current concepts of computing and related technologies. Learners are given a relevant approach to the fundamental issues surrounding the world of computing through a balance between theory and the applied learning of these topics. Learners will build practical skills in databases, spreadsheets and web technologies. They will also appreciate the role that computer technologies have played in facilitating the evolution and development of business systems and the legal and ethical issues that have emerged through this process.

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Economic Perspectives B6AF112

The module is designed to expose students to the various economic perspectives existing in the world today; to understand as to why certain powers are more in favour of the free-market approach austerity to the government interventionist (quantitative easing) approach or vice versa; students will also apply the theoretical frameworks learnt to any industry/economy to enable them to have a sophisticated view of the major changes taking place outside the classroom.

Learning to Learn B6LL100

This module is intended to provide a transition to third-level education. It builds on learners' previous formal and informal learning and learning environments to stimulate reflection, curiosity and interest in the discipline and the enjoyment of learning. It will equip learners with the practical study skills and strategies to adapt and thrive as individuals, and in teams in a third-level environment. It will introduce learners to the library resources and IT systems and to academic writing skills required to present assignments in an articulate format. It will provide a basis for the development, practice and application of skills and competencies in other modules.

Principles of Accounting B6AF111

This module equips learners with the ability to prepare and understand basic financial statements for business entities, as well as developing a fundamental knowledge of the underlying principles and concepts relating to financial accounting.

Business Maths and Research Methods B6AF114

This module introduces the learner to concepts and techniques within mathematics and statistics that are relevant in the modern accounting and finance environment. Learners will study different data collection methods and sampling techniques, along with appropriate methods for summarizing and presenting data. Learners will apply various theories and concepts of research techniques and demonstrate how mathematical models can be applied too research activities. The module will enable learners to cultivate an approach and methodology for solving contemporary business problems using appropriate mathematical models.

Introduction to Cloud Computing B6IS118

This module will develop learners' technical knowledge in the application of cloud computing. Learners will gain an understanding of the fundamental concepts and architecture of cloud computing. They will learn about the key stakeholders, technologies, products, services, platforms and applications that enable cloud computing. An evaluation of the benefits, challenges, and risks of implementing cloud computing, including security threats and how to mitigate against them.

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Information and Communication Technology Essentials **B6IS110**

This module provides learners with an introduction to information technology and communication technology in use in modern environments. The module will provide an overview of hardware devices and various types of software available. Communications will be addressed through basics of networking and network architectures. Also, the evolution of the internet and will provide a high-level description of the underlying technology and techniques related to Internet communications. This module will provide the foundation for other modules in this programme that assume a general understanding of Information and Communication Technology.

Mathematics and Statistics for Computing **B6AF110**

This module will equip learners with the basic knowledge of mathematical and statistical techniques which underpin several areas of computing. These areas include programming, software development, data science, machine learning, etc. The concepts learned in this module will help to develop analytical ability for decision making and problem solving.

Programming Fundamentals **B6IS104**

The aim of this module is to provide a solid grounding in programming. Learners will develop the ability to formulate problems logically; to design, write, test and document code through the development of programs. They will be introduced to basic programming constructs such as data types, variables, input, output, control structures, arrays, as well as object-oriented concepts. Using an object-oriented programming language and a current integrated development environment (IDE). To enable learners to demonstrate understanding of the planning, design, implementation testing and documentation of real-life applications through the use of sample programs.

Fundamentals of Information Systems **B6IS111**

The module introduces learners to the role of Information Systems in a business organisation. It focuses on how modern businesses use information technology and systems to support management, business functions and activities. Multiple emerging digital technologies are becoming the basis of competitive strategies that are having a profound impact on existing businesses and creating opportunities for new ones. Various approaches to acquiring a new information system and select the approach most suitable for different enterprises are examined. Practical usage of key software and analytics to develop solutions that enhance business intelligence is also an integral component of this module.

Computer Architecture **B6IS113**

This module introduces the learner to theoretical aspects of computer science. The essentials of computer architecture and organisation are explored and how components such as the CPU operate and interact, Memory signals, Data, Flags Registers. To give the student an Introduction to Assembly language. It will cover fundamental computing topics such as circuits, logic gates and Boolean algebra. It is designed to support and enhance understanding by providing learners with practical experience of implementing basic programs in Python by using the Raspberry pi.

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Introduction to Legal Research Skills **B6LW106**

This module is designed to provide learners with the necessary skills to assist their studies for the programme. The module will focus on developing the skills required for studying law and working as a legal professional in relation to legal research and legal and scholarly writing, including the use of the law library and electronic resources.

IT Skills for Law **B6LW110**

The purpose of this module is to allow learners to underpin their legal research with adequate IT skills. Learners will build practical skills such as keyboard, computer and network familiarisation, file management, typing skills, word processing, presentation and spreadsheets.

Criminal Law **B6LW100**

This module covers the general principles of Irish criminal law, the main offences against the person and offences against property. It deals with all the core areas required of learners who intend to go into practice.

Constitutional Law **B6LW104**

This module is designed to provide learners with an understanding of constitutional law. In particular, the module with introduce learners to the Irish Constitution and review the historical developments that led to the enactment of Bunreacht na hÉireann 1937. The primary focus of the module will be on the organs of state and the issue of fundamental human rights.

Legal Systems **B6LW108**

This module is designed to provide learners with an overview of the key components and structures of the Irish Legal System. The module will introduce the learner to the sources of law within the Irish legal system. The module will set out the structure of the Courts to include discussion on the reliefs available and the appellate jurisdiction of the Courts. The module will also cover vital concepts such as precedent and the rules of statutory interpretation.

Contract Law 1 **B6LW122**

This module offers an introduction to contract law. It presents the requirements of a valid contract and establishes the distinction between non-binding agreements and contracts. It considers all of the various aspects of contract formation and reviews the key issues to consider when drafting a contract.

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Business Environment B6BU104

This module introduces learners to external environmental analysis, organisational structure and organisational culture. Students will also look at the concerns of the main organisational functions: operational, financial, marketing and human resource management. The importance and influence of the context of business, how business is organised, and the contribution of the various functions will also be studied. It gives a basic awareness of some legal constraints and issues in business.

Digital Media Skills for Business B6BU106

Learners will build practical skills in file management, word processing, desk-top publishing, presentation, spreadsheet, software tools. Learners will format and publish content for both traditional print-based media and digital/social media. They will also identify key computing technologies.

Fundamentals of Accounting B6AF103

This module equips learners with the ability to prepare and understand basic financial statements for sole traders as well as developing a fundamental knowledge of the underlying principles of financial accounting. Learners will also gain knowledge in calculating and processing periodic adjustments to financial statements in line with GAAP.

Fundamentals of Marketing B6BU108

This module introduces the learner to basic marketing concepts and theories that provide a broad foundation within the marketing subject area. Lectures will be the primary method of delivery. These are supported by tutorials, seminars and visiting speakers to facilitate further discussion of material and to encourage self-directed learning. Marketing practitioners will be invited to offer briefs to develop the learners' understanding of current practices in marketing led organisations.

Business Maths B6AF101

This module introduces learners to a set of widely applicable quantitative skills for use in relevant business situations. The material provides the foundations for other areas on the programme where numeracy is required. The assessment will include a spreadsheet (e.g., Microsoft Excel) assignment which is undertaken in conjunction with the IT Skills for Business module.

Organisational Behaviour B6BU116

The module gives learners an opportunity to focus on being better people managers, and colleagues, and team players by helping them understand why people behave the way they do in organisations, or in the workplace. The module will offer the Organisational Behaviour theory underpinning modern management practice. It will highlight individual, group and contextual/organisational influences on workers performance and satisfaction in organisations, and the relation of those influences to certain metrics or outcomes or behaviours in which the organisation is interested. It will highlight practical uses and applications of this knowledge which can be brought to the workplace, e.g., diagnostic and solution design skills.

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Applied Digital Skills for Business **B6BU111**

Learners will further develop and deepen their digital skills developed in Applied Digital Skills for Business in Stage one. Learners will apply their skills to develop optimal database and spreadsheet solutions for given scenarios. Learners will contextualise the role that applied digital skills play in enabling business. They will investigate the legal issues and responsibilities that have emerged for data controllers and apply techniques to validate and control data entry in applications. Learners will learn how to secure, and audit data stored in applications and consider some of the ethical concerns in database design.

Critical Thinking Skills **B6BU115**

This module aims to develop skills and competencies in critical reading, writing and thinking and in so doing, promote awareness amongst learners of the importance of disciplined reading, writing and thinking. It has been designed to specifically support the learner in the development of a disposition for good reasoning and evidenced-based thinking along with the technique of effective public speaking aiding good communication in verbal and written formats in a variety of contexts. This module builds upon existing learning and equips the learner with the skills required in an academic and the business context. This module provides learners with the practical strategies to thrive both as individuals and in teams in a third level environment.

Irish Legal System **B6LW103**

This module offers an introduction to the Irish legal system. It demonstrates the different classifications of law and looks at the fundamental differences between them. It outlines the role of the various organs of state in the context of the Irish legal system, with particular emphasis on the Courts and the Legislature. It explores the role of legal professionals within the judicial system and reviews the operation of the doctrine of precedent. It also examines the role of EU law and the ECHR within the Irish legal system and reflects on the impact of international law.

Law of Tort 1 **B6LW105**

This module offers an introduction to the Law of Tort. The focus of this module will be on the tort of negligence and all related aspects. Towards the end of the module, learners will also be introduced to the procedure for personal injury claims in Ireland.

Criminal Law 1 **B6LW107**

This module is designed to introduce learners to Criminal Law. They will be introduced to the foundational concepts of criminal law and basic criminal procedure.

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Contract Law 2 B6LW113

This module offers an insight into the key issues that arise regarding the enforcement and discharge of contracts. It introduces learners to the idea of contract terms that attempt to limit or exclude liability in the event of breach or non-performance of the contract.

Practical Legal Skills B6LW112

This module is designed to provide a transition to third level legal education. It aims to build on learners' previous formal and informal learning and learning environments to stimulate reflection, curiosity and interest in learning the law. It will equip learners with practical study skills and strategies to thrive in a third level environment as well as introducing the skills necessary for studying law and for working in a legal environment.

Contract Law 2 and Equity B6LW116

This module offers an insight into the key issues that arise regarding the enforcement and discharge of contracts. It introduces learners to the idea of contract terms that attempt to limit or exclude liability in the event of breach or non-performance of the contract. It considers all of the various factors that may impact the validity and enforceability of a contract – including public policy constraints. It reviews the key methods by which a contract can be discharged, and details the remedies available in the event of a breach. In the context of remedies, this module provides an introduction to equity, and provides learners with exposure to the operation of equitable remedies in particular, injunctions, specific performance, rectification, rescission and estoppel. This module also considers, on an outline basis, the historical development of the trust and also examines the rules governing the creation and classification of trusts, together with the duties and powers of trustees and the remedies for breach of trusts.

Law of Tort 2 B6LW121

This module continues the examination of the Law of Tort commenced in Law of Tort 1. The focus for this module is on specific torts other than negligence. At the end of the year additional procedural issues such as the statute of limitations and award of damages are examined.

Criminal Law 2 B6LW119

This module will continue with the examination of Criminal Law commenced in the module Criminal Law 1. This module will examine the specific offences that make up the body of Criminal Law.

Constitutional Law B6LW117

This module is designed to provide students with a firm understanding of the provisions of the Irish Constitution.

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Principles and Practice of Employment Law **B6LW118**

Employment law is an area of law that is rapidly evolving and expanding. This module is designed to provide learners with practical knowledge and understanding of the core principles of Irish employment law, with particular reference to the statutory framework under which the employer-employee relationship is regulated. Throughout the module, attention is focused on the impact of topical and emerging judicial and legislative developments in the area. Learners will also be exposed to the area of industrial relations, focusing on its key players and institutions as well as the issue of industrial action.

Legal Research and Advocacy **B6LW120**

This module is designed to develop the research skills introduced in Stage 1 and to focus on the practical application of law. Research skills will be developed through the use of search strategies and developing research plans. The aim in relation to the practical application of law is that learners will develop skills in relation to legal reasoning and critical thinking, option generation, problem solving and oral argument. Advocacy will also include an examination of law and societal change and the development of presentation skills.

Marketing Communications and Campaigns (Level 6) **B6MK122**

This module will enable learners to examine advertising and promotions through the lens of integrated marketing communications. By blending and integrating advertising, promotions, and marketing communications together, learners will be equipped with the information they need to understand the process and benefits of successful IMC campaigns. Lectures will be the primary method of delivery, and will also include guest lectures from industry experts.

Digital Content & Media Tools **B6DM102**

Digital literacy and content creation are key skills for a young professional wishing to add value to a marketing or sales office in the general business or the tourism areas. This module will allow students to discover how social media, companies' digital strategies work (and don't work). Secondly, learners will create a fully functioning website creating a website and content, use SEO (Search engine Optimisation), use basic HTML editor, embed audio and video and link through social media (Facebook, LinkedIn).

Spanish for Beginners **B6LA101**

This module introduces students to the target language and its culture. Students will be helped to evaluate, monitor and take charge of their individual progress in improving their new acquired Spanish Language Skills. A number of background topics such as professions, work environment, describing people, work and leisure, climate change, education, culture, values, ethics and society, form the unifying themes which integrate the language activities into four kinds: reception (listening and reading), production (spoken and written), interaction (spoken and written) and mediation (translating and interpreting) as suggested by the CEFRL.

Spanish for Beginners **B6LA101**

This module is designed to allow learners to broaden their exploration by learning Mandarin Chinese and considering the culture difference and affection on communication. This module split into two parts; the first focusing on the basic

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grammar and vocabulary and how to apply them into a conversation, the second emphasising situational learning, implementing previous learnt Mandarin to situations like: shopping and ordering food, where student can not only learn Mandarin also understand how to communicate with native Chinese speakers.

Irish Society & Economics **B6EC101**

This module is designed to give international students a comprehensive introduction Irish society and economics. The module provides an introduction to Irish culture and society before examining the historical background in some detail, paying special attention to the dynamic ways in which the past affects the present. The module then looks at social change in the more recent history of Ireland before turning to the Irish economy. In considering the Irish economy, students will learn about the structure of the Irish economy in the context of Ireland since independence, paying special attention to European Union membership, international relations, the Celtic Tiger years and the period after the Bailout of the Irish economy. The content is sensitive to and engaged with the fact that we are dealing with 'live' information as regards such key issues as Brexit and Ireland, and the on-going effects the Covid-19 crisis on the Irish economy.

Event Planning and Operations **B6MK107**

Event Planning offers varied and growing career opportunities ranging from planning a small business conference to master planning a major music festival. This module is designed to equip learners with the knowledge, experience and skills needed to plan an event which must be able to accommodate the wide variety of conditions – meteorological, cultural, economic, political, competitive and demographic- which may change and impact on an event.

The International Economy **B6EC015**

This module is a study of the evolution of International Trade within a "globalised" economy with a particular focus on the economic and political contexts within which it is evolving. It will provide learners with an understanding of the various theories underpinning international trade. It will facilitate discussion on current political and economic developments which are impacting on perceptions of the benefits and drawbacks of international trade on countries, business and people.

Enterprise & Innovation **B6MK119**

The overall aim of this module is to develop an awareness of the issues involved in international enterprise development while guiding students in the development of a business plan for a proposed franchise business, and in doing so, encourage innovation and entrepreneurship. Secondly, learners will incorporate financial planning skills, awareness international legal practices, local regulations as well marketing and management theories. Finally, learners will be required to outline the key aspects of an enterprise research project covering time management, planning and organisational skills, leadership skills and communications and produce professional documents and conduct simulated negotiations, business presentations, sales letters, marketing collateral and a project proposal and plan.

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Intro to Business Finance **B6BU105**

This module will introduce learners to the principles, concepts and techniques required to understand the core components of business finance and internal/external financial analysis. Students will develop a knowledge and understanding of finance in the key areas of financial reporting, budgeting, variance analysis, performance evaluation and the role of various stakeholders.

International Management Practice **B6MG113**

This module will provide students with a thorough appreciation of managing organisations internationally, along with an understanding of the different trajectories of current International Management thinking.

- What is international management and what complexities arise when operating at the international level?
- How do we understand differences between countries when managing internationally, and what are the implications of these differences for international managers?
- What is the most appropriate way for firms to internationalise, and to manage and structure their activities?
- How can we develop the managerial talents and capabilities to ensure that managers can be a success internationally?

Year 2

Management **B7MN100**

This module introduces the learner to the nature of management and advocates for the importance of good managerial practice in contemporary organisations. The module is designed to explain the basic managerial functions. It identifies how the environment affects organisations and how organisations in turn create change within and adapt to their local and global environments. Learners need to know, as they enter a new decade and century, how management has evolved and continues to be influenced by external institutional and cultural factors. These changes bring with them emerging trends and special challenges for the manager in domestic and international environments. An increased emphasis is placed on entrepreneurship, innovation and change management and operations and supply chain management.

Financial Management **B7AF100**

This module provides learners with an introduction to the functions of Corporate Finance, together with developing an understanding of the challenges and opportunities facing the financial manager. The module provides learners with the knowledge and understanding to apply the basic principles, concepts and techniques of financial management in commercial situations.

Business Ethics and Research Practice **B7BU107**

The module will provide the environment to assist the learner to apply ethical principles in a given situation whether in business practice or in research. The importance of leadership and teamwork in relation to ethical practices will be

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appraised. Learners will be encouraged to scrutinise both Irish and international government legislations, policies and company responsibilities in relation to ensuring ethical business and research practices. The module will be delivered using a combination of teaching and learning strategies including lectures, case studies, published research papers, and self-directed learning. In addition, the module will provide workshops enabling students to debate and apply their knowledge to practical business situations.

Psychology B7PY101

This module introduces learners to empirical research methodology and key topics in Psychology. Lectures derive from a number of sub-disciplines including History and Schools, Social Psychology, Cognitive Psychology, Developmental Psychology, Abnormal Psychology, Health Psychology and Organisational Psychology.

Social Psychology B7PY102

This module introduces learners to the field of social psychology, and to understanding the individual's behaviour within social contexts. Particular emphasis is placed on social behaviour within workplace settings.

Principles of Business Law B7LW104

This module is designed to provide learners with a foundation in the fundamental principles relevant to the manner in which the legal system operates and an introduction to the primary areas of law relevant to business. The module provides a gateway for those learners who will go on to pursue further legal studies. For those learners who will not be pursuing any further legal studies this module provides knowledge and understanding of the legal system insofar as it applies to the primary areas of business.

Employee Relations and the Law B7LW102

This module is designed to provide learners with the fundamental principles applicable to the employment relationship, the influence of EU law and will further go on to examine principal legislative enactments affecting both parties. The regulatory fora relevant to the resolution of disputes will be investigated and the role of Alternate Dispute Resolution (ADR) for those parties seeing an alternative resolution.

Organisational Behaviour for Managers B7BU108

This module will introduce learners to the principles, concepts and techniques required to understand the core components of business finance and internal/external financial analysis. Students will develop a knowledge and understanding of finance in the key areas of financial reporting, budgeting, variance analysis, performance evaluation and the role of various stakeholders.

Selling & Sales Management B7MK100

This module aims to develop in learners an understanding of the selling function and its strategic relationship with marketing in a market-driven organisation. It will provide learners with an understanding of the multi-faceted role of the sales manager and will equip learners with the knowledge, skills and competences in preparing and delivering effective sales presentations in varying sales situations.

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Project Planning & Control B7BU100

This module provides the learner with an understanding of the importance of Project Planning and Control in Project Management within organisations. It assists learners in adopting an appropriate project management perspective with regard to the management of projects within organisations.

Project Feasibility B7BU102

This module provides the participant with an understanding of the importance of Project Feasibility in Project Management. The module assists learners in adopting an appropriate project management perspective with regard to the importance and relevance of Project Feasibility within Project Management.

Database Design and Cloud Technologies B7BU117

Learners will develop robust databases using current database technologies and languages and development tools. They will understand the process of developing a relational database management system at conceptual, logical and physical levels. They will also be introduced to the development of databases in a cloud environment and examine current cloud computing and cloud services.

Cloud Marketing and Sales B7BU111

In this module, learners will explore cloud-computing concepts and evaluate cloud services and cloud deployment models. Learners will become acquainted with commonly used industry terms, typical business scenarios, applications for the cloud, as well as benefits and limitations inherent in the cloud paradigm. Learners will examine how organisations use different cloud solutions, including private, public, and hybrid clouds whilst developing trust and sustainable relationships with clients as a key to ensuring competitive advantage. Learners will use case studies and examples to learn how to understand customer requirements and sell Cloud Computing solutions and services tailored to customer needs. Developing excellent communications skills through presentations of solutions accompanied with reports and technical specifications of proposed solutions and plans form a key competence for learners of this module. Learners will explore digital marketing and sales applications to enable them to effectively target customers.

Business Programming B7BU110

This module introduces the learner to programming concepts and theories whose key objective is to provide a comprehensive foundation within the Programming subject area. Lectures will be the primary Method of delivery and will be supported by tutorials to facilitate further discussion of material and guidance for self-directed learning. To make Programming more attractive there will be hands on activities. An Intranet site exists for the module where supplementary material and appropriate relevant links will be available.

Marketing Communications (Level 7) B7MK121

This module will enable learners to examine advertising and promotions through the lens of integrated marketing communications. By blending and integrating advertising, promotions, and marketing communications together, learners will be equipped with the information they need to understand the process and benefits of successful IMC campaigns. Lectures will be the primary method of delivery, and will also include guest lectures from industry experts.

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Marketing Research B7MK118

Marketing research is vital in helping managers to understand consumers intimately in order to take marketing decisions and design successful integrated marketing plans. Asking the right question is often the most difficult task to undertake in order to gather metrics and analyse these. Due to information technology overload, today's marketing managers will need to be able to draw insights from data metrics. In this module, learners are encouraged to go through the research process by practicing marketing research. Developing a research proposal for a marketing situation, designing a marketing questionnaire, undertaking research and analysing marketing data will be stages of the overall course assessment, knowing that each part represents a building block. Finally, learners will present their marketing research findings in the form of a poster.

Digital Marketing Concepts B7MK119

The evolution of the Internet in our economy has transformed the marketing landscape. Learners in this module will explore from a consumer's perspective the fundamentals of marketing electronically. While the evolution of the Internet has created a renaissance of Marketing, new e-Marketing concepts have flourished for marketers to seize present and future opportunities using digital technologies. As part of this course learners will focus on a project where they will be encouraged to compare and contrast two companies' websites in an industry of their choice.

Cloud Computing for Business & Marketing B7MK120

Learners will gain a solid theoretical understanding of the fundamental concepts and architecture of cloud computing. The module concerns a business perspective of the evolution of the cloud and its ability to change how IT departments deploy their services. They will learn about the key stakeholders, technologies, products, services, platforms and applications that enable cloud computing. An evaluation of the financial benefits, contractual challenges, and risks of implementing cloud computing, including security, privacy, standards and best practices are key components in this classroom-based module.

Digital Marketing Planning & Management B7MK116

This classroom-based module will offer the learner both the theory and practice of planning managing and measuring a digital marketing campaign. 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.

Web Design and Client-side Development B7IS107

The aim of this module is to introduce the learner to current client-side technologies for designing and developing web sites. Learners will recognise the importance of 'universal design' by applying appropriate standards and best practice to configuring, coding and designing content for the web. Learners will appreciate the technologies and platforms that underpin the web. Learners will also utilise effective project management techniques through the process of developing a website for a typical business scenario including the application of basic web promotional elements.

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Event Planning B7MK122

Event Planning will enable learners to apply the event concept to a wide range of event planning processes to evaluate if it successfully meets the expectations of its various stakeholders. A series of lectures and seminars will provide essential module information. In addition to standard in class lectures, case material will be applied to provide for and support the practical application of lecture content to 'real life' event scenarios.

The Events Environment B7MK117

This module will introduce learners to the principles, concepts and techniques required to understand the core components of business finance and internal/external financial analysis. Students will develop a knowledge and understanding of finance in the key areas of financial reporting, budgeting, variance analysis, performance evaluation and the role of various stakeholders.

Business & Company Law B7LW100

This module offers an introduction to business and company law. It considers various aspects of business law including contract law, employment law and commercial law. The law of tort is also studied as part of this module. Company law focuses on governance and highlights areas where the regulatory framework imposes obligations on accountants and auditors.

Cost Accounting B7AF107

This module introduces learners to cost and management accounting and provides the knowledge and understanding to apply the basic principles, concepts and techniques of management accounting in commercial situations.

Financial Accounting B7AF102

Financial Accounting builds on the knowledge acquired in Level 6 and develops and applies this further to the preparation and interpretation of financial statements in accordance with generally accepted accounting principles.

Financial Management B7AF100

This module introduces learners to financial management principles. The module provides learners with the knowledge and understanding to apply the basic principles, concepts and techniques of financial management in commercial situations

Ethics and Corporate Governance B7AF109

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 the accountant by exploring the framework within which

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they operate. The module allows particular focus on the international and contemporary issues, and the application of ethical best practice within this evolving environment.

Data Governance and Cybersecurity B7BU105

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 demonstrates the critical importance of information governance, and develops knowledge of key concepts such as confidentiality, integrity of resources and date security.

Software Engineering B7IS127

Learners will develop an in-depth understanding of the fundamentals of Software Engineering such as the software process, agile development, requirements engineering, software testing and Unified Modelling Language (UML). The module also covers advanced software engineering topics including software reuse, component-based, distributed service-oriented and embedded software engineering, quality management and process improvement.

Data Communications & Networks B7IS117

This module introduces the learner to Network concepts and theories whose key objective is to provide a comprehensive foundation within the Networking subject area. Lectures will be the primary method of delivery, and will be supported by tutorials to facilitate further discussion of material and guidance for self-directed learning. To make the Networks less abstract there will be hands on activities. An Intranet site exists for the module where supplementary material and appropriate relevant links will be available.

Object-Oriented Programming B7IS111

Learners can apply the principles of object-oriented software development to the translation of a problem description into a robust object-oriented program. This course aims to be an extended version of Programming Fundamentals. Learners will develop and understand advance classes and objects, text processing, inheritance, polymorphism, the creation and management of packages, GUI applications recursion and database programming in theory and demonstrate their skills in the labs.

Algorithms and Data Structures B7IS115

This module will provide the students with solid foundations in the basic to intermediate concepts of data structures and algorithms, along with their implementation in a programming language.

Web Development B7IS129

This module builds on the knowledge gained in Introduction to Web Development. Students' practical skills will be enhanced by adapting their static websites into more dynamic projects through JavaScript and JQuery. Students are introduced to the ASP.NET environment and convert a basic HTML site into an ASP.NET project.

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Database Systems B7IS121

The module will introduce the learner to the basic concepts in the theory and design of databases, looking at the benefits and drawbacks of different Database systems. Learners will build on this knowledge to design and develop relational database solutions at conceptual, logical and physical levels. Learners will gain practical skills in relational database management systems, SQL and database programming. This module will examine database security, mechanisms to prevent threats and administer user privileges.

Mooting and Professional Practice B7LL106

The main focus of this module is to give learners a practical opportunity to develop research, legal writing and advocacy skills and introduce them to the relevant ethical principles concerning professional practice.

Law of Tort B7LW116

This module is designed to provide learners with a detailed understanding of the rules and principles relating to the Law of Tort. The module begins by examining the tort of negligence in detail and reviewing each of its elements. The module then proceeds to examine several other torts such as Occupiers' Liability, Liability for Defective Products, Nuisance and Defamation.

European Union Law B7LW108

European Union law is an area of law that is rapidly evolving and expanding. This module is designed to equip learners with practical knowledge and understanding of the core principles of European Union law, with particular reference to the role which EU law occupies within the domestic Irish legal system. The module is primarily concerned with the institutional structures of the European Union and it also examines the key EU policy areas.

Law of Real Property B7LW110

This module deals with the law of real property in Ireland and the rights and liabilities arising under it. Learners will be exposed to the common law principles, equitable principles and legislation which rules the various ways property may be held, acquired and alienated. The various estates, interests and rights which make up ownership will be considered as well as their registration. The use of land as security, rights in or over the land of another will also be considered. The module also discusses succession to the property of deceased persons.

Company Law B7LW112

This module is designed to provide the learner with a depth of knowledge and understanding of the fundamental legal principles relevant to the development of commercial life in Ireland where the vast majority of those engaging in the business environment choose to operate, regardless of size, by seeking the benefit of limited liability for the purposes of their business activities, be they for profit or not. The module will deliver, examine and reflect upon the breadth of

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relevant material from company formation through to winding up and examination through the perspective of on-going reform.

Commercial Law B7LW117

This module is designed to provide learners with a rounded understanding of Commercial Law and the leading legal issues influencing the functioning of the commercial environment on a domestic, European and International level. The module is aimed at learners who have an interest in developing their knowledge and understanding of the commercial actors whose roles and functions are a core component of all commercial activity and progress.

Business Financial Management B7BU119

This module introduces learners to Business Financial Management principles. The module provides learners with the knowledge and understanding to apply the principles, concepts and techniques of Business Financial Management in commercial situations. It guides learners in examining the different sources of finance and helps them understand the advantages and disadvantages to each source. It enables learners to make informed financial decisions and to appraise investments techniques and decisions. This module aims to provide learners with the knowledge and ability to be able to assess and formulate financial strategies for business and apply sound business management principles.

Business Information Systems B7IS113

In this module learners will focus on the role information systems play in the modern business environment. Learners will develop awareness of how IS can support management and examine the effect of the world wide web as well as new and emerging technologies on businesses. They will also appreciate the various approaches to acquiring a new information system and select the approach most suitable for different enterprises. Learners will build on practical skills in spreadsheets, databases and project management tools.

International Marketing Practice B7BU116

This module aims to develop within learners a fundamental knowledge of the challenges facing the marketer operating in the global environment. The module explores the complexity and diversity of international marketing and aims to inculcate in learners an awareness of the interaction between the various elements of international marketing techniques. It will introduce learners to a range of international marketing strategies for conducting business globally and insights into the practical organisational challenges facing the international marketing practitioner.

Business Programming B7BU110

This module introduces the learner to programming concepts and theories whose key objective is to provide a comprehensive foundation within the Programming subject area. Lectures will be the primary Method of delivery and will be supported by tutorials to facilitate further discussion of material and guidance for self-directed learning. To make

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Programming more attractive there will be hands on activities. An Intranet site exists for the module where supplementary material and appropriate relevant links will be available.

European Union Law **B7LW108**

This module is designed to equip learners with practical knowledge and understanding of the core principles of European Union law, with particular reference to the role which EU law occupies within the domestic Irish legal system. The module is primarily concerned with the institutional structures of the European Union and it also examines the key EU policy areas.

Commercial Law **B7LW117**

This module is designed to provide learners with a rounded understanding of Commercial Law and the leading legal issues influencing the functioning of the commercial environment. Commercial law enables learners to appreciate the plethora of legal issues that impact commercial transactions, including intellectual property, data protection, competition, and insurance related issues. It also facilitates understanding of the obligations imposed upon commercial entities in the context of consumer protection and advertising restrictions.

Family Law **B8LW112**

This module is designed to provide learners with a rounded understanding of the principles of Family Law and its role in society. The factors impacting the evolution of family law in Ireland will also be considered.

Law of Real Property **B7LW110**

This module deals with the law of real property in Ireland and the rights and liabilities arising under it. It will consider the concepts of property law, the development of property law and how property law is structured.

Mooting and Professional Practice **B7LL106**

This module is designed to provide learners with a rounded understanding of Commercial Law and the leading legal issues influencing the functioning of the commercial environment. Commercial law enables learners to appreciate the plethora of legal issues that impact commercial transactions, including intellectual property, data protection, competition, and insurance related issues. It also facilitates understanding of the obligations imposed upon commercial entities in the context of consumer protection and advertising restrictions. Learners will also be introduced to the use of alternate dispute resolution mechanisms to solve commercial disputes.

Global Finance **B7AF117**

This module examines the system of markets and institutions for exchange of capital, money, and goods, in the global marketplace from a practitioner's point of view. It examines these from the perspective of a corporate investment in a cross border and cross currency business. Learners will learn how to place a value on an international investment and how that value depends on conditions in the national economies that affect the investment. Learners will gain a solid

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understanding of the basic relationships between prices and rates in the global markets. The module applies our understanding about these relationships to the role of global finance and investment in global business enterprises. These concepts will be applied through discussion of case studies provided and by building spreadsheets to be used for analysis and concept application. In summary, the module is intended to give learners interested in global financial issues a working knowledge of how global financial economic system analytics can be used to understand or forecast the effects of system changes on the value of private sector institutions. It is designed for learners interested in learning how to assess corporate investment decisions in the context of a global economy.

Intercultural Management **B7AF116**

This module introduces learners to the theory and practice of respecting all cultures. It is intended for learners to practice, rehearse, and improve their oral, written, and presentational communication skills. In a team, learners will work creatively to position themselves in a global business-related context using defined theoretical concepts. On completion of the module, learners should be able to demonstrate the practical knowledge and skills to develop sustainable solutions for intercultural problems, through mutual cultural respect. This module is ideally suited to those learners wishing to work in international business.

Year 3

Strategic Management **B8MN116**

Learners will be provided with the knowledge, skills, concepts and tools necessary to understand and respond to the increasingly complex, global, volatile, and dynamic context in which organizational strategy formulation and development take place today. This module will conduct a detailed study of the nature of strategy content and of strategic processes in a variety of settings.

Global Business **B8MN102**

Learners will absorb and process the major global trends in the business world, assess their business implications, and generate strategic options in response. They will gain an understanding of the factors that drive the attractiveness of international markets, possible modes of market entry, and be able to evaluate global financial and economic trends.

Human Resource Management **B8MN105**

The module provides learners with a comprehensive and modern review of talent planning, management and resourcing. Students will learn how Human Resource (HR) specialists demonstrably add value in pursuit of competitive advantage and organisational sustainability. Among other contemporary issues, learners will be introduced to the complexity surrounding the reconfiguration of the HR role, the impact of culture on HR performance, the rise of the HR business partner, the potential of e-enabled HR and HR outsourcing opportunities. This module also includes an assessment of the traditional HR activities, recruitment and selection, training and development and associated sophisticated policies and practices.

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Organisational Psychology B8PY101[1]

This module builds on the learner's knowledge of topics within psychology, to focus specifically on organisational applications. Learners will explore both classic and contemporary approaches to areas including effective human resources decisions and actions, employee attitudes and behaviours, the role of social groups within the organisation, and health and well-being at work.

Personality and Individual Differences B8PY103[1]

This module provides an overview of the different theoretical perspectives used in Psychology to understand individual differences in personality and intelligence. It also aims to provide learners with an understanding of how the theoretical and empirical findings can be applied to the work environment.

HR Development B8MN109

The module gives learners an opportunity to focus on the HRD (Human Resources Development) aspect of Human Resources Management and the theory of adult learning processes. They will apply these through analysing needs and designing and implementing learning interventions in support of Organisational strategy. The module also gives learners an indication of the real world of HRD by introducing them to the politics and dynamics of the modern HRD function.

Contemporary Performance Management B8BU106

This module helps learners to develop and implement innovative performance management strategies to improve talent management, employee engagement and business results. It presents a holistic approach to performance management. Most organisations have performance management processes in one form or another, but these are often based on formal annual reviews, forced rankings and directly linked to pay decisions. These traditional approaches are often at the expense of ongoing, continuous feedback and focus on looking back at what has or has not been achieved rather than looking forward. Direct links to pay decisions avert attention from people development, and managers often get lost in the bureaucracy of complex forms rather than fully engaging with their people. This module details how to build a culture of ongoing feedback and coaching and provides case studies of how this approach to building performance has been effective in organisations including Deloitte, Gap, Expedia and Google. Filled with practical advice, including how to deal with underperformers, it enables organisations to remove overly bureaucratic and ineffective systems based on top-down judgments and ratings, and demonstrates how to get line managers' support for the process focusing on actionable feedback and growth.

Corporate Law and Governance B8LW100

This module builds on the learner's prior knowledge of law and explores corporate laws and governance with an emphasis on the strict regulation that companies must comply with in order to ensure effective corporate governance.

[1] Subject to approved prior learning

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Advanced Business and Commercial Law B8LW102

This module is designed to provide learners with an in-depth understanding of specific areas of business and commercial law and the leading legal issues influencing the functioning of the commercial environment on a domestic, European and International level. The module is aimed at learners who have an interest in developing their knowledge and understanding of the regulatory restraints and obligations imposed upon the operation of commercial entities.

Project Planning Techniques B8BU107

This module provides the participant with an understanding of the importance of Project Planning Techniques in Project Management. The module assists learners in adopting an appropriate project management perspective with regard to the importance and relevance of Project Planning Techniques within Project Management. The second semester provides the context for application of theories and concepts to the workplace, the project management simulation will take the form of participation in a business game where learners will apply the knowledge, they have gained to resolve a workplace problem incorporating role play. Students will assess their skill acquisition across the programme and prepare a Personal Development E-Portfolio which they can use subsequently to aid career choice and continuing professional development.

Project Management and Evaluation B8BU111

This module provides the participant with an understanding of the importance of Project Management & Feasibility in Project Management. The module assists learners in adopting an appropriate project management perspective with regard to the importance and relevance of Project Management & Feasibility within Project Management.

Data Management and Analytics B8IS100

High quality data and discovering patterns is an essential component of a modern organisation. Enterprises now rely on their data assets to make informed and increasingly effective decisions. Data analytics involves processes and activities designed to obtain and extract useful information from available data stores. The emergence of large-scale data sets (referred to as 'Big Data') enforced a reassessment of traditional data management and analytic techniques.

Performance Management (Accounting) B8AF100

This module further develops the fundamental elements of planning, control and decision making and expands this to consider performance measurement and evaluation. Learners will focus on the application of management accounting techniques to assist management in a range of business scenarios. Learners are expected to use and further develop their prior knowledge in variance analysis and accounting techniques.

Creativity, Innovation and Entrepreneurship B8MK101

Creative, innovative and Entrepreneurial education focuses on the development of skills or attributes that enable the realization of marketing opportunity. The module helps to equip learners with an entrepreneurial mind-set at the outset of their career so that they will be more engaged and take ownership of their own success. The understanding of

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'Innovation' & 'Entrepreneurship' in marketing will be a key learning, particularly in the area of capturing value for survival and growth. The module aims to review and introduce the portfolio of skills and competencies required of effective entrepreneurs, introduces learners, and makes them aware of different perspectives, theories, research underpinning marketing, both entrepreneurially, and creativity. This programme immerses the learner in the world of creative business and marketing thinking, helping them to prepare for employment or further study. They will develop their entrepreneurial and creative skills within a marketing context and allow learners to apply them to real life situations.

Business Intelligence and Visualisation B8BA100

This module aims to give students practical skills in modelling, storage access and visualisation of big data, emphasising the key techniques essential to evolving data analytics solutions. This module concentrates upon the importance of visualisation in the effective communication and interpretation of data analysis in enhanced end-user decision making. Business Intelligence and the data storage solutions which support it are a key enabler of effective visualisations, and this module provides a solid grounding in these techniques.

Business Systems Analysis B8BU108

This module further develops the fundamental elements of planning, control and decision making. The module expands previous learnings to consider performance measurement and evaluation. The module will focus on the application of management accounting techniques to assist management in a range of business scenarios.

Consumer Behaviour B8MK107

This module provides the learner with a cohesive overview of key consumer and buyer behaviour theories, models and trends from a host of traditional and emerging consumer related topics. It endeavours to equip learners with the necessary skills and faculties to analyse, critique and apply consumer perspectives to a host of industry-based contexts. The module aims to provide a robust understanding of how a consumer's offline and online behaviour contributes to the general marketing function.

Strategic Marketing B8MN101

This module is a capstone module for marketing learners. During this module, emphasis is placed on the practice of problem solving and decision making using the case study method. This module provides learners with the opportunity to reflect on real marketing case studies and analyse these. A series of case studies will be selected at the beginning of this course as these relate to current issues in Marketing. Learners will be exposed to variety of industries and will have the opportunity to apply the body of knowledge they have acquired in previous marketing modules. Case studies will be presented in class and learners will be required to come prepared to participate actively in the debates. In order to make informed decisions learners need to be prepared and familiar with the case study. The final assessment will be the writing of a case study and the presentation of this project in a conference format.

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Services Marketing B8MK105

To develop a holistic understanding of marketing in all contexts, learners need a thorough understanding of both product and services marketing. This module will develop in learners an understanding of the unique nature of services and the particular strategic and tactical marketing challenges in managing service organisations. It will equip learners with the knowledge and skills for managing and implementing marketing approaches in the service sector.

International Marketing B8MK106

Marketing internationally is a question of survival for many organisations that wish to expand, grow or just survive. This module will introduce the learner to International Marketing concepts and theories and the types of environments companies face when internationalising. How to select markets and how to enter markets are decisions relevant when designing the International Marketing Plan. In this module learners will be asked to work on a project where they will sharpen their cross-cultural management skills with the view of building an International Marketing Plan.

Web Marketing Design and Development B8IS116

Providing practical experience of website design and development, this lab-based module offers learners an opportunity to explore how websites can be used for marketing purposes. More specifically, learners work on some front-end aspects of web design (HTML & CSS) and some behind-the-scenes web aspects such as Web Analytics and Search Engine Optimisation with a web marketing perspective.

Cloud Technology for Marketing B8IS114

The cloud computing paradigm is an evolution of information technology which has had an impact on organizations functions and processes. This module will specifically address cloud technologies from the perspective of the marketing professional. The module has a twofold focus, initially on the frontline, how cloud technologies can aid traditional information systems such as CMS and CRM. It will then deliver a behind the scenes view of modern web scale data. Understanding of the functional aspects of what is termed 'Big Data' will enable superior use of the available technologies for marketing professionals.

Event Operations and Crowd Management B8MK103

This module augments the learner's understanding and application of the event planning process by providing a robust overview of the essential components in operating and executing an event. Learners will study the essentials in site/location selection, staging and logistics and combine these with an emphasis on newer emerging trends, tools and technologies. Online and offline events are studied and critiqued. The module provides a practical industry-based case focus as assessment and group work, class debate and presentation are core components.

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Event Marketing B8MK108

Event Marketing is designed to offer learners a focused perspective on the marketing of events across domestic and international sectors. The module combines traditional marketing options with new emerging marketing tools and techniques in order to provide a robust overview of the options available to the contemporary event marketer. This module differs from other marketing modules in that it provides specific marketing guidelines for the event industry which includes service provision, e-event marketing, marketing as entertainment, event pricing and social event marketing. Lectures are the primary method of delivery and are supported by tutorials and interactive sessions for discussion of material and self-directed learning.

Advanced Financial Management B8AF106

This module provides an understanding of the more advanced investment appraisal techniques and issues which may confront the corporate finance manager in preparing reports to facilitate board decisions. An understanding will be provided of risk assessment and treasury risk management techniques employed to effectively hedge corporate risk exposures.

Financial Reporting B8AF102

This module consolidates and progresses the understanding acquired in previous financial accounting modules. It encompasses application of the international accounting standards, accounting for business combinations and current financial reporting developments. As the capstone it facilitates the incorporation of cross modular learning.

Taxation Systems B8AF104

This module equips learners with the knowledge and the skills necessary to calculate the taxation of individuals and companies. On completion of this module, they will be able to identify and explain the obligations of taxpayers and the implications of non-compliance.

Audit and Assurance B8AF108

This module provides the tools and techniques used to conduct an audit investigation whether on a statutory or other assurance basis. Learners will become familiar with the regulatory and ethical environment within which the audit must be conducted. The identification of and the appropriate response to key audit risks will also be applied to practical scenarios.

Treasury & Risk Management B8AF111

Risk management focuses on the types of risk that arise for businesses and sovereign institutions including: market risk, credit risk, and interest rate risk. The module considers financial risk management strategies; how risk is evaluated; the methods that are available to hedge against risk and the strategies that are employed to mitigate risk. This is complemented by consideration of operational risk and key risk management issues for financial institutions including regulatory issues such as the Basel Accords. The module also analysis the various responsibilities of the treasury function and its roles that either contribute to protecting or enhancing shareholders value, reducing risk or securing the

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organisation's cash flows. The module concentrates on the management of financial risk in an international corporate setting.

Financial Structured Products **B8AF113**

The module will cover the basic properties, pricing and hedging of futures/forwards, options, swaps and other derivatives traded on financial markets, together with the working mechanism of the derivative markets. The module provides analytical and numerical methods to pricing derivatives contracts. The module covers the use of derivatives in hedging and managing financial risk but also their limitations in connection with stock market crashes and financial crises.

International Asset Management **B8BU101**

This module will introduce learners to the principles, concepts and techniques required to understand the core components of business finance and internal/external financial analysis. Students will develop a knowledge and understanding of finance in the key areas of financial reporting, budgeting, variance analysis, performance evaluation and the role of various stakeholders.

Innovation in International Financial Services **B8BU109**

This module will explore technological innovation and entrepreneurship in the financial services industry. The module will address whether, how, when and where the creative application of technology (FinTech) can address market inefficiencies and meet consumer needs in the realm of the financial services sector. The module will be delivered through a combination of lectures, case studies, class presentations and guest speaker lectures/talks.

Data Analytics for Finance **B8BU105**

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 also provide a sound understanding of the quantitative methodologies and analytical techniques employed in the analysis of Big Data in the FinTech context.

Contemporary Issues in Law **B8LW114**

This module is designed to provide learners with an opportunity to explore and engage with current debates in law in areas beyond the core legal subjects. It will also examine the development and reform of law.

Equity and Trusts **B8LW116**

This Module is designed to give learners a clear understanding of the law relating to trusts and equitable remedies while also providing learners with the skills to critically analyse and apply these legal principles.

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Administrative Law B8LW104

This module is designed to provide learners with a firm understanding of the way in which administrative law regulates the organisation, composition, functions and procedures of public authorities; their impact on the citizen; and the restraints to which they are subject.

Jurisprudence B8LW108

This module examines the main schools of thought in the philosophy of law and the sociology of law.

Family Law B8LW112

To critically examine the legislative and judicial regulation of the legal relationship within the context of the family as broadly defined.

Law of Evidence B8LW106

This module is designed to equip learners with practical knowledge and understanding of the core principles of the law of evidence, both civil and criminal. The module is broadly concerned with the rules and principles which govern what may be proved in a court of law.

Employment Law B8LW110

The module content involves a comprehensive study of substantive contractual and statutory employment matters in this jurisdiction together with an overview of applicable procedures. The module examines the essence of the employment relationship and the consequent legal principles arising from recruitment right through to termination.

International Law B8LW101

This module is designed to provide learners with an opportunity to be introduced to public and private international law in its various thematic focuses, to include public international law, international human rights law and international commercial law.

Contemporary Performance Management B8BU106

This module helps learners to develop and implement innovative performance management strategies to improve talent management, employee engagement and business results. It presents a holistic approach to performance management. Most organisations have performance management processes in one form or another, but these are often based on formal annual reviews, forced rankings and directly linked to pay decisions. These traditional approaches are often at the expense of ongoing, continuous feedback and focus on looking back at what has or has not been achieved rather than looking forward. Direct links to pay decisions avert attention from people development, and managers often get lost in the bureaucracy of complex forms rather than fully engaging with their people. This module details how to build a culture of ongoing feedback and coaching and provides case studies of how this approach to building performance has been effective in organisations including Deloitte, Gap, Expedia and Google.

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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 to develop an erudite view of the major solutions to economic problems arising from production and distribution of goods and services.

Business ICT B8IS143

This 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 a critical appreciation of IS security, privacy and ethical aspects when managing in the digital world. From the knowledge gained in examining various digital technologies in the e-business environment, learners will apply knowledge of digital techniques to the design of a business website. Learners will also be equipped with the necessary skills to manipulate and analyse key business information using spreadsheet, web and database technologies.

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.

Marketing B8MK112

This module is an introduction to the various philosophies of marketing and enables learners to see marketing is an iterative process. Through the module learners will reflect on the various concepts and theories dominating the field of marketing. Learners will be encouraged, through a research-based approach, to develop a critical view of marketing with the view to redefine the new face of marketing with the use of e-business model case studies. The new dynamic landscape of marketing demands an intimate understanding of consumers and their purchasing behaviours but also a deeper understanding of their environment in order to make informed decisions. In this module, learners will be invited to think ethically and critically by researching an organization in depth, analysing its marketing strategies and offer sustainable and ethical recommendations.

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Management and Organisational Behaviour B8MN110

The module serves as a foundation in management and organisational behaviour for non-cognate learners. The module aims to provide learners with an insight into the various influences affecting peoples' behaviour, performance, management and engagement in organisations. It explores and appreciates the relationship between those influences and the bottom-line dependent variables, or metrics, in which organisations are interested. The module also equips learners with understanding in how to manage, or manipulate, the influencing factors in order to achieve better outcomes while demonstrating an understanding of business ethics and making a positive corporate contribution to society. By exploring individual difference, and the contributing factors for employee engagement, management and retention, this module equips learners with knowledge on the implementation of contemporary management solutions for individuals, groups and the organisation.

Professional Skills for Personal Development B8LL105

This module aims to improve learners' professional skills for personal success through employability- oriented 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. In addition, learners are encouraged and focussed towards realising their potential, reflecting on transferable skills developed through their academic, extra-curricular and work-related activities and how they can relate to employment and further study opportunities. This module will task learners with the development of an integrated and ethical strategy to market their skills, competencies and personal attributes for success. The ability of learners to critically reflect on their personal skills development and apply this to other learning activities will also be enhanced.

Organisational Psychology B8PY101[1]

Learners will be equipped with the knowledge, skills and abilities to acquire, understand and appraise the application of psychological principles and theories to workplaces and organisations. There will be a critical overview of personnel psychology - job analysis, selection techniques, psychometric testing and assessment centres. The learner will develop a critical appreciation of human behaviour in the workplace and the nature of employee behaviour, including how the work environment contributes to physical and emotional wellbeing. Effective leadership, group functioning, motivation and performance are also studied so that the module will give the learner a comprehensive understanding of businesses from a psychological perspective.

Cloud Networking & Security B8IS111

The cloud computing paradigm is an evolution of information technology which has had an impact on organisations functions and processes. This module will specifically address cloud technologies from a networking and security perspective. The module will allow the learner to understand traditional networking and also address the typical network setup of cloud computing architectures. It will also allow the learner to identify and mitigate against the security risks associated with cloud computing.

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Cloud Platform Development **B8IS131**

This module develops learner knowledge in the application of cloud computing from a development perspective. The learner will be introduced to the concepts of cloud applications design, development and deployment. Benefits and issues relating to cloud platforms will be identified plus considerations such as scalability, storage, security and costs. The module will encompass evaluation of different vendor's platform as a service (PaaS) offerings.

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School of Arts -Fall Semester Options

(For delivery from September 2023 to December 2023)

Year 1

Audio Tech and Techniques **A6FM117**

The objective of the module is to introduce the learner to the operating principles of modern audio tools, technologies and recording applications. The module provides detailed insights into cessing and the operation and signal flow of digital audio workstations and hardware. Learners will complete a number of recordings to understand the principles of capturing sound.

Principles: Light, Camera, Photography **A6FM119**

The module *Principles: Light, Camera, Photography* offers an indispensable historical and practical foundation to the study of and creative engagement with film and other contemporary audio-visual media. The technology of photography, including optics and automatic recording of images (first using chemical processes, later replaced with digital and electronic technology) underlies all contemporary audio-visual media, including, film, television, Internet, and digital social media. The module's minimum intended learning outcomes are tied to the learning outcomes of the BA in Film & Creative Media as a whole.

Software 1: Professional Editing Platforms **A6FM121**

This course serves as an introduction to the art of video post-production. We explore the theory and practice of various editing styles in order to gain a better understanding of how stories are constructed in the editing room. Through demonstrations and hands-on experience, students learn advanced editing techniques with an in-depth examination of (NLE) Non-Linear Editing Systems. To further enhance strong emphasis is placed on post-production techniques that improve the sound and image quality of the videos. Footage is provided for all exercises and projects. However, students will shoot new material for their final projects.

The Moving Image **A6FM122**

This module will introduce the learner to key debates in the history and development of the moving image. Learners will examine major milestones in this history and consider some of the ways in which the evolution of the moving image has been one of the most significant events in the modern age.

Media & Identity **A6FM123**

This module has as its central theme an exploration of how the concept of 'identity' is connected to digital technologies and networked culture. It addresses the implications for society of how such media are implicated in the fashioning of the self and of communities at the local, national and global level. It will explain how traditional concepts in media and

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cultural studies can be applied in the new digital context along with challenges and redefinitions. It considers the degree to which digital media empowers individuals and groups to exercise control over their lives and create societal change. The module will examine key media theories and the impact of both traditional and social media on the social and political world in areas such as representation, digital citizenship, participatory culture and self-presentation.

Professional Practice: The Creative Workplace **A6FM125**

This module will introduce the learner to key concepts and practices in and around the creative workplace with particular emphasis on film and media production. Learners will examine the most important roles within the film crew and consider the significance of Health and Safety issues on the film set and in the creative workplace. In addition, learners will be encouraged to examine the realities one of the more fundamental issues in contemporary creative media practice – the sustainability agenda.

Digital Skills **A6HC101**

In this module learners will focus on the essential and current concepts of information technologies in order that learners begin to build their digital skills. Learners are given a relevant approach to the fundamental issues surrounding the world of information technologies through a balance between theory and the applied learning of relevant topics such as file management, word processing, and building spread sheet models. This module aims to support learners in gaining a knowledge of the characteristics, features and components of current information and computer technologies in order to build learners' practical digital skills to underpin their academic learning.

Contemporary Humanities **A6HC103**

This module offers an introduction to and exploration of a range of contemporary topics and questions employing the approaches and methodologies of the humanistic disciplines. The range of topics and variety of materials will give learners an idea of the breadth of the field covered by the humanities as well as of the relevance of academic disciplines (such as history, literature, philosophy, cultural theory…) to the 'real world'. A selection of short texts and accessible as well as challenging materials will be employed to engage learners and encourage discussion and further exploration of ideas.

Contemporary Social Sciences **A6HC105**

This is an introductory module to the interdisciplinary field of social sciences, with particular emphasis on sociology, psychology and political science. Learners are given the opportunity to develop their knowledge of how contemporary issues in the world can be understood and analysed through the lens of social science. Students will be introduced to the social science 'theoretical toolbox' and encouraged to use a variety of concepts, methods and techniques to capture, understand, describe and examine the complexity of contemporary phenomena in human societies. The applications are explored from the societal and individual perspectives to help learners make links between what they are learning and the world around them.

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Economics of the World of Business **A6HC107**

This module provides an introduction to fundamental concepts that are essential to understanding the complexities faced by businesses in the modern world. It familiarises the learners with economic and legal concepts and principles relevant to the development of a business. This module provides learners with the knowledge, skills, and competencies to understand the business world and to discover the areas in which they want to develop personally. In addition, the module prepares the learners for the modern workplace.

Film and Creative Media **A6HC109**

The Film and Creative Media module has been developed to familiarise first-time students with a diverse range of salient questions about the media past and present. As well as introducing students to key debates that are taking place about specific issues, the structure of the module encourages students to go further in their quest for understanding and knowledge. Each topic contains readings, viewings and activities that lead to further discussions of key concepts and theories, details on key thinkers who have informed debates, important questions for consideration, and signposts for further reading. Each class has some form of practical exercise, aimed at getting students to think more analytically about their own (and others') experience of both film and creative digital media.

Academic Skills **A6HC111**

This module is an academic awareness and skills unit designed to support learners in transition to third-level study. It introduces learners to the culture and expectations of academic study and guides them through the acquisition and practice of many of the key skills they will require for successful participation and engagement in their studies. The module also provides a space in which the learners can reflect upon their own personal learning needs and develop strategies for effective study habits and routines.

Critical Thinking Skills **A6HC113**

This module aims to develop skills and competencies in critical reading, writing and thinking and in so doing, promote awareness amongst learners of the importance of disciplined reading, writing and thinking. It has been designed to specifically support the learner in the development of a disposition for good reasoning and evidenced-based thinking along with the technique of effective public speaking aiding good communication in verbal and written formats in a variety of contexts. This module builds upon existing learning and equips the learner with the skills required in an academic and the business context. This module provides learners with the practical strategies to thrive both as individuals and in teams in a third level environment.

Psychological Foundations **A6PS100**

This module introduces the learner to psychology and related fields of study. It distinguishes the scientific discipline of psychology from popular psychology and highlights the importance of research, statistics and ethics. The module presents an historical overview focusing on famous figures and landmark studies and highlights for the learner recurring

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issues in psychology which will resurface throughout their degree. Learners will be encouraged to reflect on their own thoughts and biases to develop greater critical thinking.

Foundations in Social Psychology **A6PS104**

This module introduces the main themes and issues concerned within social psychology. The contribution made by social psychology to understanding of the individual, the social context, and their relationship with each is explored through this series of lectures. Exploration of these concepts is underpinned with application to real world concerns and interactive learning.

Foundations of Biopsychology **A6PS110**

Biopsychology is an area of Psychology that takes a biological approach to understanding behaviour. Bio psychologists study the biological events that underlie all of an individual's thoughts, feelings, and actions. Research in this area focuses on the relationship between brain and behaviour but often extends to physiological processes elsewhere in the body (e.g., peripheral nervous system). This course will discuss the methods of investigation used in biopsychology, how drugs affect behaviour, and explore what is currently known about the neural basis of various psychological and neurological disorders. Before investigating these topics, this course will provide the necessary foundation: a background on the basic nervous system and functioning at gross and cellular levels.

Academic Skills Lab **A6PS101**

This module builds on learners' previous formal and informal learning and learning environments to stimulate reflection, curiosity and interest in the discipline and the enjoyment of learning. It will equip learners with the practical reading and study skills and strategies to adapt and thrive, as individuals and in teams in a third-level environment. It will introduce learners to the library resources and IT systems and to academic referencing and writing skills required to present assignments in an articulate evidence-based format. The module aims to afford learners opportunities to practice, rehearse and improve their oral and written communication skills.

Introduction to Psychoanalysis and the unconscious **A6PP016**

This module gives a general overview of the basic theoretical concepts of psychoanalysis. It will also examine the fundamental technical principles of psychoanalysis. The core texts of Sigmund Freud are broadly referenced and there is a very general introduction to how Jacques Lacan elaborated Freud's outline of the unconscious processes in terms of linguistics.

Research Technique and Analysis 1 **A6PS105**

This module seeks to develop the learner's 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 the use of hand calculation and the SPSS statistical software package.

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The Sociological Imagination **A6SC012**

Sociological Imagination is a foundation level sociology module which is designed to be the first stepping- stone in the students' journey towards appreciation of sociological knowledge in the explanation of real- life phenomena. The module is focused on developing learners' sociological imagination and honing their skills of applying the perspective to their lived experience.

Introduction to Social Research **A6SS109**

This module introduces the learner to the scientific method with the emphasis on both quantitative and qualitative social research designs and methods. Learners will demonstrate social scientific research knowledge and develop social research skills through the completion of a hypothetical research proposal. Interview and observation skills will be developed through the completion of a qualitative research proposal. The module is delivered in lectures providing interactive learning opportunities.

Psychology through the Lifespan 1 **A6SC005**

This module introduces the learner to the field of developmental psychology and the concept of lifespan development with a focus on childhood, adolescence and early adulthood. It will provide a grounding in key psychological theories and concepts for understanding causes and challenges related to lifespan development across the early years and into young adulthood. Central theories of developmental psychology will be described and debated and the opportunity will be provided to explore the main research methodologies that are employed in lifespan development as well as review empirical research.

Social Policy and Law for Social Care 1 **A6SC003**

The module introduces learners to the institutional structures, principles and organisation of governance and citizenship in Irish Society and is an essential component to the social science and professional social care degrees. It provides the learner with a basic and indispensable grounding to the institutions, principles and working of law and policy in Ireland. It outlines the features of the Irish welfare state within the context of European societies and international law. Additionally, it introduces the principles underpinning the legal and policy framework of human rights, equality and social justice in Ireland. It also provides a grounding in major areas of Irish welfare state policy including education, social protection, poverty and inequality and criminal justice.

Critical Thinking Skills **A6HC113**

This module aims to develop skills and competencies in critical reading, writing and thinking and in so doing, promote awareness amongst learners of the importance of disciplined reading, writing and thinking. It has been designed to specifically support the learner in the development of a disposition for good reasoning and evidenced-based thinking along with the technique of effective public speaking aiding good communication in verbal and written formats in a variety of contexts. This module builds upon existing learning and equips the learner with the skills required in an

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academic and the business context. This module provides learners with the practical strategies to thrive both as individuals and in teams in a third level environment.

Multimedia Tools **A6FM101**

The module *Multimedia Tools* introduces the learner to the IT systems utilised in DBS to support learning. Secondly, learners are introduced to the various processes involved in multimedia from introduction to Mac OS, Documents and file types to desktop publishing, creating presentations, audio visual applications, image manipulation, editing as well as motion graphics. It further aims to give learners a solid foundation in media applications and operating systems and to obtain hands-on experience creating multimedia projects around these technical skill sets.

New Media Writing **A6FM103**

This module aims to equip learners with the skills to work in an online media environment. Students will learn about the emergence of new media, as well as learning about the impact that new media has had on the media industry. Learners will be taught the skills relevant to write for new media and will gain practical experience in new media as well as searching for and verifying relevant new media/online content.

Investigating the Creative Media Industry **A6FM105**

This module aims to provide an accessible and stimulating introduction to the study of creative media. It will encourage learners to explore the world of creative media through an analysis of a range of media products in order to understand how meanings and responses are created. Learners will investigate the processes of meaning-making in creative media production and reception at the level of text and at the level of platform.

Film, Cinema & Screen Today **A6FM107**

The module is designed to introduce learners to the basic concepts surrounding film and media studies. Learners will examine major milestones in this history and consider some of the ways in which the evolution of the film industry has been one of the most significant events in the modern age. Learners will consider how these milestones inform our understanding of contemporary screen studies.

Creativity & Design in Practice **A6FM109**

This module introduces the learner to the art of being creative with digital content and understands the creation skills and tools necessary to plan, create and implement effective digital content as part of any project plan. Lectures and laboratory work and collaboration with industry will be the primary method of delivery with a focus on fieldwork. These are supported by tutorials to facilitate further discussion of material and guidance for self-directed learning. Guest lecturers will be invited to offer seminars and workshops to develop the learners understanding of current industry practices. An intranet site exists for the module where supplementary material and appropriate relevant links will be available. Learners will actively engage with reflective analysis of their work via blog/report writing.

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Digital Film Production A6FM113

This module introduces learners to Digital Film Production through the stages of pre-production, production and post-production. It aims to establish best practice principles in the areas of visual storytelling, production and editing. The module also aims to equip learners with basic HD camera operation, location sound recording and editing skills to create a live action short film

Literature and Film A6HC100

This module offers an introduction to the third-level study of literature and film. Learners are introduced to some of the key concepts, ideas and terms employed in literary and film studies, then guided through interdisciplinary explorations of topics or themes across a range of literary and cinematic texts from different historical and cultural contexts. Where possible, topics will be linked to events and exhibitions in Dublin at the time.

History and Politics A6HC102

This module offers an introduction to the third-level study of history and politics. It will provide learners with an introduction to the main practical, methodological and philosophical aspects of history and politics as disciplines. This module will introduce learners to a wide range of historical and political topics from different periods, countries, perspectives and themes and examine the influence of ideologies, economic issues, individuals, and interest groups on today's society.

Social Science and Psychology A6HC104

This module introduces learners to the interdisciplinary field of social sciences. Learners are given the opportunity to develop their knowledge of how different areas of sociology and psychology engage in the study of the individual and society. Learners will also be introduced to some of the basic principles and themes within social science. Contemporary applications are explored from the societal and individual perspectives in order to facilitate the learners as they begin to make links between what they are learning and the world around them. Hence this module is aimed to be interconnected with other modules offered in the program to enable students to discover the interdisciplinary and multidirectional nature of humanities studies.

Media and Journalism A6HC106

This module offers an introduction to the third-level study of Media and Journalism. Learners are introduced to some of the key concepts, theoretical terms and debates within the field of media studies and learn about and acquire general journalistic skills (writing, information gathering and analysis). Topics are explored through questions relating to media autonomy, notions of responsibility and representation. This module is interactive and integrative as the topics overlap, creating a broad understanding of various sections of today's world and the role Media plays in it.

The Certificate Learning Lab A6HC108

This module will provide a platform for the development of employability skills at level 6. The aim of the module is to facilitate future planning for employability with a focus on the learner's strengths, job application and interview skills in relation to the current job market. Learners will be provided with the knowledge, tools and resources required to

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evidence the development of their career discovery skills through the production of an employability portfolio detailing core competencies such as the engagement with career self-assessment tools, an analysis of the labour market, the practice of an effective decision-making strategy, the development of a quality CV, the compilation of an effective letter of application and the demonstration of key interview skills

Careers Discovery **A6HC110**

This module will provide a platform for the development of employability skills at level 6. The aim of the module is to facilitate future planning for employability with a focus on the learner's strengths, job application and interview skills in relation to the current job market. Learners will be provided with the knowledge, tools and resources required to evidence the development of their career discovery skills through the production of an employability portfolio detailing core competencies such as the engagement with career self-assessment tools, an analysis of the labour market, the practice of an effective decision-making strategy, the development of a quality CV, the compilation of an effective letter of application and the demonstration of key interview skills.

Electronic Music Composition and Production **A6SE011**

This module aims to introduce the musical skills of active listening, comprehension and composition in the context of electronic music production, with an emphasis on reinforcing these skills practically and through dissection of published music. This module also aims to introduce the skills necessary to compose music within a Digital Audio Workstation. This will include basic midi programming, drum programming and sound design, all with an emphasis on contemporary electronic music production skills. The module reinforces compositional aspects of other creative modules within the programme.

Studio Recording Principles and Techniques **A6SE008**

Students learn the preproduction and preparation process, working with a client in the studio as an engineer. Preproduction is about preparing the artist and the engineer for the recording production process. This module aims to introduce the preparatory skills necessary for studio engineering. Emphasis will be placed on practical skills such as listening at source and microphone placement. The practical work is designed to highlight common potential issues regarding working as a production team with musicians, and soft skills are introduced through working with a 'client' (artist/artists of a comparable level of production experience to the learner).

Practical Electronics **A6SE012**

This module aims to introduce the theory of electronics and basic practical audio electronics. The module will focus on electronics within the audio industry, such as amplifiers, gain circuitry, clipping sections, tone section, etc. The module will re-enforce sound engineering signal flow, and basic audio component design.

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Introduction to Musical Instrument Set Up **A6SE003**

This module aims to introduce the learners to commonly recorded musical instruments (Guitars, Bass, Drum Kit, Synthesizers), backline equipment and set up. The module aims to garner the learners with the terminology and knowledge of instrumentation in order to aid discussion and practical work undertaken with creative musicians.

Introduction to Critical Listening **A6SE001**

This module aims to introduce the sound engineering and production skill of listening critically. The module will introduce technical analysis of audio and develop this as a crucial skill for the learner. Learners will develop an awareness and recognition of how analysis impacts themes, structure and development within audio mixes. The module emphasizes and reinforces these skills practically through the dissection of professional mixes, published works and capturing a performance in various environments.

Introduction to Sound and Audio Recording Software **A6SE004**

This module aims to introduce key concepts of audio recording software and the theoretical concepts of sound. The module aims to help develop learners' critical listening skills for recording and mixing decision-making. This is achieved by allowing learners to explore how an acoustic space and the positioning of both microphones and the sound source within a space can affect the character and timbre of an instrument. The module will also introduce the skills necessary to complete basic recording, editing, and balancing techniques within audio recording software (an industry standard Digital Audio Workstation).

Literature in the Modern World **A6GA101**

This module offers a broad ranging introduction to the appreciation and study of modern literature. Learners are introduced to the formal analysis and contextual study of literature through a close examination of a small number of poetic and fictional texts and encouraged to experiment with creative responses in writing workshops. Throughout the module the focus will be on the development of close reading skills and good reading habits, building an understanding of the importance of form and historical context to literary expression and interpretation, and enabling learners to find a clear personal, academic and creative writing voice.

Drama and Theatre: Page and Stage **A6GA103**

This module offers an introduction to and exploration of the art of drama and theatre in its varied dimensions: as a literary construct within generic and historical conventions, as a live entertainment experience, as a script to be performed and reflected on, and as an event within a particular historical and political context. Learners will read and critically discuss plays from a variety of perspectives, exploring genre and looking at how plays engage their worlds politically and philosophically; they will experience and review a play in production at a Dublin theatre, looking at how plays work as theatre and how a particular production might engage the world at that moment; they will take part in an introductory level rehearsed reading.

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War and Peace in the Twentieth Century 1 A6GA102

The module equips learners with the knowledge and skills required by history as a discipline and offers a broad overview of the dominant themes and major events in European and international history from the First World War to the end of the Cold War. Special prominence is given to the major ideological forces that have shaped political, social and economic developments.

Irish Life and Cultures A6AR039

The aim and Objectives of this modules are:

1. Explore the historical and cultural construction of Irish society and identity.
2. Enable learners to appreciate how cultural production and consumption shape and give meaning to everyday Irish life.
3. Enable learners to appreciate and critically engage with a diversity of perspectives on the history of modern Ireland.
4. Equip learners with the skills required to access information in a variety of ways appropriate to a discipline, including locating and using library collections and services and other search tools and databases.

Writing for College A0FD001

College Writing develops writing skills by teaching students the process and protocols associated with producing quality, college-level essays. The course also aims to foster a degree of literacy around an issue of significant public debate. This semester's theme explores the relationships between the self, society and sustainability. Questions raised by this topic have numerous implications on broader subjects such as personal philosophies, interpersonal relationships, career choices, attitudes towards the free market and government, and even choices of political party. The course considers several deep questions: What form of individualism serves the individual best? Which models of community are worth preserving and which models have persisted beyond their usefulness? Do the challenges presented by climate change "change everything"? How are core values challenged or strengthened in the face of new world of limits?

Introduction to Philosophy A6PP182

The aim of this course is to give a general introduction to the chief thinkers of the Western philosophical tradition. The course will begin by examining the three main philosophical schools of the Ancient Greece: Platonism, Aristotelianism and Stoicism. After having explored two central thinkers of the late antiquity (Augustine) and the Middle Age (Aquinas), we will examine the main traditions in modern philosophy: Rationalism, Empiricism and Scepticism. Finally, we will concentrate on one major school of the 20th century: Existentialism.

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Introduction to Psychology **A6PS002**

This module will serve as an introduction to the field of psychology. As such, class content will first provide an overview of the development of psychology as a systematic science, before investigating a selection of key themes, issues and debates within psychological theory, research and practice. In doing so, this module will cover influential work across numerous sub disciplines, such as Biological, Social, Developmental and Cognitive Psychology.

Year 2

Modelling Cognitive Systems **A7PS100**[1]

The module is designed to expose the learner to advanced concepts and research in cognitive psychology. Building on previous knowledge 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.

Development across the Lifespan: Adolescence to Adulthood **A7PS110**[1]

This module will introduce research and theories on human development from adolescence to late adulthood. It aims to provide learners with a critical overview of some of the important topics that have been, and are currently being debated in developmental psychology. This module will build upon the introductory developmental module and ask learners to integrate their knowledge of different psychological domains when examining the key debates.

Ethical Research Methods and Design **A7PS103**[1]

This module is designed to engage the learner in understanding central components of psychological investigation including: quantitative and qualitative research design, reliability and validity; and threats to internal validity. In addition, the module equips the learner with the practical skills necessary to develop and test a psychological research question, reflecting upon the outcome of the analyses and disseminate the associated findings in both written and oral form. Learners will be introduced to common psychological instruments used in data collection. Moreover, the learner will engage with a variety of current research papers and will be empowered to think critically and sceptically about research questions, methodology, statistical analysis and representation of findings.

Research Technique and Analysis 2 **A7PS105**[1]

The study and practice of psychology requires strong research methodology and statistical skills. This module addresses the analysis of data through quantitative and qualitative methods at a more advanced level. This will equip learners with the critical and analytical skills in assessing, interpreting, and reporting on data in research with the aid of software packages such as SPSS and NVivo

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Personality and Psychoanalytic Subjectivity A7PS108[1]

This module provides an overview of the different theoretical perspectives used in Psychology to understand individual differences in personality, intelligence and subjectivity. It focuses in some detail on the structure and dynamics of the two psychoanalytic topographies of the mind as well as enabling learners to appreciate the difference between the reality principle and the pleasure principle. Learners are encouraged to evaluate the differences between psychoanalytic and psychological conceptions of personality and subjectivity. Learners also develop an understanding of how the theoretical and empirical findings can be applied to the work environment.

Experimental Psychology A7PS107[1]

The module is based around in-class lab practicals where students will gather data from each other using biometric equipment, and then analyse and write up that data. They will also design their own cognitive experiments in Open Sesame.

Economic Sociology A7SS100

The Economic Sociology module is an intermediate level module that, in general, examines economic phenomena and their importance in the society from a sociological viewpoint. The module examines basic concepts, ideas and theories which form the matter of economic sociology, and applies them to a variety of real-world examples. The module is designed to help the learner see how the economy and society are connected to each other. A historical perspective is introduced to highlight the characteristics of different policies and economic systems. This will be very helpful for understanding the economic environment. The module also includes a section in development economics, which is a relatively new and broad branch of economics and political science. It focuses on the economic, social, political, and institutional mechanisms in developing nations with the aim of improving people's level of living. In summary, this module helps the learner understand and explain economic phenomena, which is crucial for understanding the world in which we all live.

Criminology in Action - Youth Justice A7SS107

The Youth Crime and Justice module focuses on identification, reaction and response to youth crime and deviance. Historical and contemporary contexts are examined. Attention is given to the social construction of the young offender and the social consequences of this label. Theoretical explanations of deviant and criminal behaviour, along with an analysis of the Irish Youth Justice system, including components of the justice system, programmes and agencies related to youth misconduct are discussed.

Campaigning, Advocacy and Public Engagement A7SS105

This module familiarises learners with ways in which social science can engage with communities, the voluntary sector and wider society to contribute towards social and environmental justice. By drawing on examples from public sociology and applied psychology, the module will allow learners to consider ways in which the knowledge and skills developed in academic disciplines can be applied to effect social change in the 'real world'. In particular, learners will acquire skills

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used in public awareness raising and campaigning around social issues. With step-by-step guidance, they will work in teams to develop their own campaigns. Guest speakers will offer their own personal experiences from working in this sector. Finally, students will be asked to reflect on their own learning and contribution to their project teams.

Interpersonal and Group Communication Skills **A7SS113**

Over the course of the module, learners will explore the fields of group facilitation and counselling, discuss the core concepts and ideas associated with these and will engage with the main theories of0 counselling and group facilitation. Additionally, learners will understand and appreciate the professional and ethical issues inherent in the practice of counselling and group facilitation as well as analysing the core principles and values underpinning successful counselling and facilitation work with individuals and groups through classroom activities and the production of written academic tasks.

Advanced Social Research **A7SS111**

This module introduces the learner to SPSS which is used to analyse quantitative data and develop their knowledge of the ways in which the software SPSS is used to analyse quantitative data. They will learn about various graphical techniques as well as how to compute descriptive statistics. This module will also familiarise learners with the principles and practices of qualitative data analysis. In particular, it will examine the role and potential of technology in the qualitative research process. Through a series of classroom activities, learners will develop their proficiency in utilising NVivo software to analyse qualitative data, as well as develop their ability to prepare research findings that appropriately present social analysis. Moreover, they will learn ways in which to disseminate research findings and prepare quantitative and qualitative research reports through the production of a written academic task.

Contemporary Inequalities **A7SS109**

In this module, learners will examine the role of technology in social research, specifically in terms of data analysis as well as develop their knowledge of the ways in which software is used to analyse specifically quantitative data. Learners will also develop their proficiency in utilising the SPSS software to analyse quantitative data as well as develop their ability to prepare reports that appropriately present social research analysis. Moreover, they will learn to analyse research data in the field of social science through classroom activities and the production of a written academic task.

Media and Identity **A7FM112**

This module reflects the importance of cultural identities as a concept in both the form and content of new and traditional media. The study of identity intersects with theories of representation, audience and ideology. The module explores what is meant by ‘identity’ (our own and the concept in general) by considering the various social factors which make up individual identity and the ways these are represented in popular media. These factors include normative

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notions of gender, race and ethnicity, sexual preference and affiliation, social class, and nation/region. We will also explore how such reductive categories can be expanded on and transcended. These circulating representations are analysed through the study of selected popular television and film texts each week.

Politics in the Modern World **A7SS114**

This is an intermediate level module that equips students to explore how political ideas, institutions and processes help to govern our world. By studying the module, the student will: acquire knowledge and understanding of key political debates, and apply these to their understanding of the contemporary social world; gain the ability to explain and evaluate issues of ethical, social and political policy and public concern, and assess their impact on real-world institutions and events. They will also develop their practical and transferable skills as a critical, independent learner. The module is organised into three short blocks of study: Block 1 introduces the module by addressing the following questions: 'What is politics?', 'Who does politics?', 'Where is politics done?' Block 2 explores political concepts and shows how ideas shape how we think about, talk about and practise politics. Block 3 helps the student to investigate global politics by looking at the interrelationship of the 'national' to the 'international', and the 'local' to the 'global'. In doing so, the student will discover some connections across blocks, look back at previous blocks through a fresh 'lens', and consolidate their understanding of the module as a whole.

Audio for Podcasting, Performance and Radio **A7FM129**

This module aims to enable learners to understand the centrality of format and scripting in radio performance and podcasting. They will enhance their research expertise and ability to identify reliable sources for different genres, as well as move from conscious to critical listening. They will also develop the technical skills and sound competence to produce a radio show or podcast; create a template that integrates creativity, technical, editorial and written skills; and demonstrate an understanding of the technical expertise suitable for professional broadcast.

Camerawork **A7FM101**

This module will introduce learners to the basics of film production, camerawork, digital editing, sound recording and editing, and directing, as a pathway towards delivering a short documentary or fiction film. Small groups of 4-5 students will work on films within focused teams, each taking on technical and creative roles. Time management will be essential. Though the practical component involves teamwork, learners will also be involved in critical reflection throughout.

Exploring Popular Culture **A7FM107**

This module introduces a number of key terms and concepts which provide crucial lynchpins to the way we understand and experience popular culture. The module prompts learners to take a questioning look at the familiar yet strangely intriguing terrain of popular cultural texts.

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Professional Practice: Project Management A7FM109

The course will provide a working knowledge of the role of the operative and line producer in pre-production through post-production on a film, television or new media project. Included in the process will be production planning, budgeting, scheduling, business considerations and post-production process management. Learners will execute producing fundamentals as producers on student productions.

Scriptwriting and Development A7FM103

This module focuses on script-writing for drama / TV. It emphasizes individual coaching, group analysis, reader response and class exercises. Students will both analyse and write plots, dialogues, characters, etc, as part of their learning process. Both analytical and practical exercises will help students master the techniques of scriptwriting. By the end of the course, students will have developed their reading and analytical skills as well as their individual talents as scriptwriters. At the same time, student presentations will be encouraged to build confidence and raise self-awareness where language usage is concerned.

Software 2: Animation, Titles and Publishing A7FM105

This module guides learners through the post-production and finishing process of creating and finalising a completed film or media project using industry-standard software. The module will prepare learners to act as motion-graphics professionals to finish and add to the work of other professionals such as website designers, and visual effect artists for post-production on digital films, DVD, video, and the web or on mobile devices.

Year 3

Behaviour Science A8PS104[1]

Learners will be equipped with the knowledge, skills and abilities to acquire, understand and appraise the principles of behaviour science and the applications of such principles to a wide range of environmental contexts. The module will include an overview and discussion of behavioural principles, how these principles integrate with environmental control, and how these principles underpin development of adaptive and maladaptive behaviour.

Health Psychology A8PS110[1]

This module provides an introduction to, and critical evaluation of, the main approaches within the health psychology field, including the bio-psycho-social model. In addition, this module investigates the mind and body relationship through critical examination of relevant health research. The traditional domain of health psychology will be explored in a way that encourages learners to apply their learning to date to specific health-related outcomes. Learners' critical thinking will be exercised through examination of current controversies in the physical health realm in the context of the biopsychosocial approach.

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Hysteria A8PP142[1]

This module situates the beginnings of psychoanalysis with Freud's discoveries on hysteria. It seeks to explore the practice of psychoanalysis which emerged from these discoveries, how this practice differed from contemporary practice at that time and it demonstrates how these developments came to direct the treatment. Key theoretical and clinical points covered in the module are: repression, neurotic symptoms and the transference.

*Module subject to demand

Sexuality I A8PP144[1]

This module will introduce learners to key psychoanalytic concepts and approaches to theories of human sexuality. This learning is further supported via paradigmatic case material.

*Module subject to demand

Contemporary Criminology A8SS111

The Contemporary Criminology module is an advanced level module that seeks to examine contemporary issues through the lens of criminological theory. The module is designed to help the learners to analyse and apply the foundational concepts of criminology studied in year one and two to new and varied contemporary sociological issues. The module is designed to help the learner contextualise evolving criminality in modern society. In summary, this module helps the learner apply their criminological knowledge to contemporary issues.

Cyberpsychology A8SS107

This module is intended to develop learners' understanding of the ways in which technology and society impact on and are impacted by each other. As well as gaining understanding of the history of technological innovation and its application, earners will be able to appraise both negative and positive contributions which technology has made to society in areas such as the home and workplace. They will learn to critique developments in computer modelling and artificial intelligence and evaluate human rights issues in relation to surveillance, gaming and social media.

Contemporary Social Policy in Ireland A8SS112

This module will introduce learners to key concepts and contemporary social policy issues within the Irish and European context. Key areas of contemporary social policy of interest include housing, health, education, social protection and personal social services.

Sociology of Families, Intimacies and Personal Life A8SS113

The aim of the module is to provide students with a comprehensive and critical introduction to the sociology of families, intimacy and personal life'. It does this by exploring the sociology of affective relations in modern and late/post-modern societies with a particular emphasis on Irish society, but also making reference to wider changes in western and global society in modernity and late-modernity.

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Environment & Society **A8SS109**

The current climate and biodiversity crises are 'natural' disasters caused by social, economic, and political structures, and they have social, economic and political consequences. This module will familiarise learners with the causes, history and current state of the crises, and the ways in which various sociology can be useful both in understanding the background and human systems underpinning environmental emergencies, as well as in presenting potential ways of adapting. By drawing on the most recent research and theory in environmental sociology, learners will be encouraged to analyse issues not just at a personal level, but more importantly at the level of society. Learners will also consider ways in which humans can respond and adapt to the climate and biodiversity emergency, both as individuals and collectively.

Digital Artefact Creation **A8FM111**

The aim of this module is to develop learners' capacity to produce a piece of creative visual work, as agreed by the supervisor while demonstrating an advanced knowledge of a chosen genre and styles of filmmaking/digital artefact and an opportunity to display advanced skills of creative expression and use of audio-visual technology. Advance the learner's storytelling skills for the screen and audio formats. Provide the learner with a creative space to develop their own and others' works-in-progress. To be able to give and receive constructive feedback and respond with reshoots/edits.

Professional Practice: Budgeting & Scheduling **A8FM105**

Building on the stage 2 module: Professional Practice: Project Management, this module will focus on the budgeting and scheduling process and its foundations to the success of a film or creative media project. Scheduling (in conjunction with an analysis of a script) will involve the creation and transfer of items to a schedule using industry-standard software, categorisation and analysis of efficiency. Likewise, budgeting will generally occur before a production is commissioned or during the commissioning process. The process requires an amount of expertise and the importance of an accurate budget cannot be underestimated.

Screen Theory & Criticism **A8FM101**

The module's content accommodates the old and the new, the canonical, the classical and the innovative, and importantly it responds to new critical turns as they crystallise. Its content is thus highly dynamic. The module will introduce learners to some of the key theories that inform the study of the Screen (film and television) from the perspective of the mainstream and of the margins. This will develop in learners a critical and analytical understanding of the relationship between theory and the study of the screen and to encourage development of skills in independent thought, critical, reflexivity and the ability to relate this body of theoretical work to other modules in the final year of the programme.

Software 3: SFX, VFX & Project Delivery Protocols **A8FM100**

Following on from a stage two module, Software 2: Animation, Titles and Publishing, the aim of this module is to generate an appreciation for the art and tradition of special/visual effects and foster an understanding of how

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special/visual effects are conceived, generated and produced. The module will primarily cover the practical elements of visual and special effects using various film clips, discussion and hands-on work with film and media clips. This module will also teach the fundamentals of Adobe After Effects. Whereby the learners will become more familiar with the interface and the concepts of the software and will gain some insight in the compositing tools and how they apply to the creation of visual effects. This module will support another module – Digital Artefact Creation – in focusing students on the post-production and project delivery protocols.

Transmedia Practice **A8FM109**

This module will examine in detail the interface between creativity and recent advances in digital technology. Learners will analyse how digital has changed/is changing the way we make media. Learners will also look into the long history of Transmedia storytelling and how those narrative techniques operate across the contemporary media landscape.

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