



Undergraduate Course Catalogue

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.

Please note DBS is currently undergoing a process called programmatic review.

This is where some of our programmes are reviewed and updated every 5 years. As such, some of the modules listed in this catalogue may change slightly from what is currently advertised.

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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 |
|------------|--------------------------|---------|
| Examp e | Introduction to Politics | A6AR004 |
| 1 | | |
| 2 | | |
| 3 | | |
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| 9 | | |
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Contents

| | |
|---|----|
| School of Business & Law - Spring Semester Options | 6 |
| Year 1 | 6 |
| Business Context and Organisation - B6BU100..... | 6 |
| Digital Content and Media Tools - B6DM102 | 6 |
| Digital Content Creation - B6IS115 | 6 |
| Business Ethics and Research Practice - B7BU115 | 6 |
| Global Finance - B7AF117..... | 6 |
| Innovation & Entrepreneurship - B7BU114 | 7 |
| Accounting Information Systems - B6AF115..... | 7 |
| Introduction to Web Development - B6IS120 | 7 |
| Economic Perspectives - B6AF112..... | 7 |
| Enterprise and Innovation - B6MK119 | 7 |
| International Management Practice - B6MG113..... | 7 |
| Introduction to Business Finance - B6BU105..... | 7 |
| IT Essentials - B6IS117 | 7 |
| Learning to Learn - B6LL100 | 8 |
| Logic and Problem Solving - B6IS121..... | 8 |
| Marketing Essentials - B6MK117 | 8 |
| Maths and Statistics for Business - B6AF104 | 8 |
| The International Economy - B6EC015..... | 8 |
| Year 2 | 9 |
| Advanced Economic Perspectives - B7AF111 | 9 |
| IT Project Management - B7IS130..... | 9 |
| Operating Systems - B7IS131..... | 9 |
| Year 3 | 9 |
| Consumer Behaviour - B8MK107 | 9 |
| Creativity, Innovation and Entrepreneurship - B8MK101 | 9 |
| Data Management & Analytics - B8IS100 | 9 |
| Event Marketing - B8MK108 | 9 |
| Global Business - B8MN102..... | 10 |
| Human Resource Management - B8MN105 | 10 |
| Services Marketing - B8MK105..... | 10 |
| Strategic Management - B8MN116..... | 10 |

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| | |
|--|----|
| Strategic Marketing - B8MN101 | 10 |
| Business Finance - B8AF121..... | 10 |
| School of Arts - Spring Semester Options..... | 11 |
| Year 1 | 11 |
| Adult Skills, Social and Emotional Training - A6PS103 | 11 |
| Developmental Psychology - A6PS108..... | 11 |
| Foundation Criminology - A6SS107 | 11 |
| Fundamentals of Cognitive Psychology - A6PS112 | 11 |
| Introduction to Studio Production and Client Project Management - A6SE007..... | 11 |
| Sound Production - A6FM111 | 11 |
| Storytelling in the Digital Age - A6FM115..... | 12 |
| Writing for Screen Media - A6FM127 | 12 |
| Introduction to Communications - A6GA115 | 12 |
| Year 2 | 12 |
| Audio for Film & Screen - A7FM111..... | 12 |
| Contemporary Film and Television - A7FM113 | 12 |
| Creativity in Business - A7SE007 | 12 |
| Fundamentals of Biopsychology - A7PS102 ¹ | 12 |
| Psychology in action - A7PS101 | 13 |
| Social Psychology - A7PS112 ² | 13 |
| Year 3 | 13 |
| Creativity, Innovation and Entrepreneurship - A8SE003 | 13 |
| Environment and Society - A8SS109 | 13 |
| Global Issues - A8SS105 | 13 |
| Human Performance - A8PS108 ³ | 14 |
| Mental Health and Distress - A8PS103 ⁴ | 14 |
| Neuropsychopharmacology - A8PS100 ⁴ | 14 |
| Psychoanalysis and Language - A8PP176 | 14 |

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School of Business & Law - Spring Semester Options

Year 1

Business Context and Organisation - B6BU100

Business Context and Organisation is an introductory business module. It introduces learners to external environmental analysis, organisational structure, organisational culture, and samples the concerns of the main organisational functions, namely; operational, financial, marketing and human resource management. It gives an appreciation of the importance and influence of the context of business internally and externally, how business is organised, and the contribution of the various functions. In tandem with the sampling of the finance function in general, a component of the course is given to introducing central accounting statements, and equipping students with the ability to interpret the broad parameters contained within these statements.

Digital Content and Media Tools - B6DM102

Digital literacy and content creation skills are key interdisciplinary skills for learners beginning a higher education programmes. This module will allow learners to become more critical consumers and producers of content for media. Firstly, Learners will create content for a website by understanding the basics of Wordpress (web content management system), use Adobe Photoshop (photo editing software), Adobe InDesign (print and digital publishing software), Audacity (audio editing software), and Premier (video editing software) to create content message expression, and storytelling using digital media tools. Secondly, learners will create a fully functioning website creating a website and content use SEO (Search Engine Optimisation), use basic HTML editor, embed their audio and video and link through Social Media (Facebook, LinkedIn). In doing so learners will discover which content works and how social media and an organisations' digital strategies work (and don't work).

Digital Content Creation - B6IS115

Students today are actively manipulating digital media to participate in social and everyday life. Making and sharing media has become an increasingly important feature of how young people communicate and engage with each other and with the wider world. For them, posting, linking, sharing and searching are among the ways they participate in their communities and socialise. The idea around this module is based on leveraging the learners' current basic knowledge and demonstrating to them that this can be enriched by utilising tools and technologies to enhance an organisations brand within the business environment.

Business Ethics and Research Practice - B7BU115

Resources for this module are a lecture room fitted with whiteboard, computer and overhead projector, PC with internet with requisite software appropriate to this module such as PowerPoint, with associated resources such as DVD player. For online: Zoom or equivalent. Learners are required to have ongoing access to a computer, related software, and a reliable internet connection. Learners will be provided with a full online induction which introduces the College generally as well as an IT induction and sessions on learning online. There is no programme-specific technology required for this module.

Global Finance - B7AF117

This course examines the system of markets and institutions for the 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. Students 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 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 course is intended to give students 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

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assess corporate investment decisions in the context of a global economy.

Innovation & Entrepreneurship - B7BU114

Resources for this module are a lecture room fitted with whiteboard, computer and overhead projector, PC with internet with requisite software appropriate to this module such as PowerPoint, with associated resources such as DVD player. For online: Zoom or equivalent. Learners are required to have ongoing access to a computer, related software, and a reliable internet connection. Learners will be provided with a full online induction which introduces the College generally as well as an IT induction and sessions on learning online. There is no programme-specific technology required for this module.

Accounting Information Systems - B6AF115

This module enables learners' to understand the practical usage of commonly used accounting software packages. The module will utilise the Sage Line 50 accounting software package, or its appropriate equivalent. The module equips learners with the skills to operate and process the accounting functions typical to any accounting software package. This knowledge reinforces the learners' appreciation of implementation of accounting system and reporting mechanisms.

Introduction to Web Development - B6IS120

Theoretical concepts relating to web development are introduced to students. Learners will utilise this knowledge of current client-side technologies in order to design and develop static web sites. The module will provide learners with the skills and practical experience to build usable and accessible web sites while utilising basic SEO concepts.

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.

Enterprise and Innovation - B6MK119

The overall aim of this module is to develop an awareness of the issues involved in international enterprise development while guiding learners (in groups and teams) 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 of international legal practices, local regulations as well marketing and management theories.

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. Relate differences between countries when managing internationally, and what are the implications of these differences for international managers and the decisions they make.

Introduction 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.

IT Essentials - B6IS117

In this module learners will focus on the essential and current concepts of computing and related technologies.

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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 database, spread sheets 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.

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.

Logic and Problem Solving - B6IS121

The module aims to consolidate and develop the student's ability - both in a group and individually - to solve problems, to be creative and to think critically. Students taking this module will explore and tackle a wide variety of problems, using Mind Maps, Lego Mind Storm which may have relevance to programming, mathematics or both, but will be set in non-programming contexts. Students will also learn to validate the arguments in their own writing and that of others. The module is aimed at students who are relatively new to third-level education in the expectation that they will be better prepared for the demands of independent thought expected at third-level.

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.

Maths and Statistics for Business - B6AF104

This module provides an introduction to the concepts and techniques within mathematics and statistics that are relevant to the modern business environment. Learners will study different data collection methods and sampling techniques, along with appropriate methods for summarising and presenting data. The module introduces financial topics including compounding and net present value; probability concepts such as the binomial and normal distribution; and basic applications of differential calculus in business settings. Learners taking this module will not be taking accounting, thus mathematics required for financial transactions will be introduced in this module.

The International Economy - B6EC015

This module aims to give learners a broad understanding of global developments which are impacting the world's economy through the two prisms of stability and disruption. The main objectives of the course are to enhance our understanding of various economies of the world and their interdependence, and to analyse changing global financial and trade systems and agreement that underpin the international economy such as International Trade Agreements, CETA, The Brexit Agreement (and associated protocols), NAFTA and the Chinese Belt and Road Initiative.

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Year 2

Advanced Economic Perspectives - B7AF111

The module is designed to give learners a deeper appreciation of the roots of political economic perspectives existing in the world today, in order to understand the free market approach and the government interventionist approach of policy. Learners will also apply the theoretical frameworks provided in lectures to individual markets/industries and wider macro environments to enable them to develop a more sophisticated view of the political economic events taking place in the real-world context.

IT Project Management - B7IS130

This module provides the learner with an understanding of the importance of project planning and evaluation in project management within organisations and assists the learner in adopting an appropriate project management perspective with regard to the management of projects within organisations.

Operating Systems - B7IS131

This module will serve as an introduction to operating systems. It will build learners' understanding of the theory that underpins operating systems and supplement knowledge of hardware components of a computer system. It will address abstract concepts such as multiprocessing, memory management and file management. The learner will be introduced to functional aspects of Windows and Linux operating systems. The module will progress to generate skills based on the practical application of this knowledge through hands on assignments which will develop real world skills.

Year 3

Consumer Behaviour - B8MK107

Consumer analysis is a module that endeavours to provide learners with a robust understanding of the theoretical perspectives and models driving contemporary global consumption and to facilitate the application of these perspectives to market place examples and cases. The module provides an analysis of consumer motivations, perceptions, attitudes and personality and combines these with topics relating to consumer culture, family influence and peer recommendation. The module challenges learners to think in a critical fashion and ultimately develop the ability to apply buyer behaviour theory into practice.

Creativity, Innovation and Entrepreneurship - B8MK101

Rapid changes have prompted today's organizations to ensure their survival by the launching innovative products and services with advanced technology and different and new ways of thinking. These approaches require creativity, innovation, and entrepreneurship. The role of these three important factors can be summarized as follows: Creativity is an ability that can lead to an invention or idea by the creative person. Change refers to the active process of introducing a change that moves an organisation over time from established ways of doing things to new, desired, and more successful ways of operating. Innovation is the process to convert invention or idea into a marketable product or service. Entrepreneurship is an individual characteristic that leads the innovation process successfully in bringing a product or offering a new service to market despite many obstacle.

Data Management & 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. This module will examine core data management tools and techniques. It will then build on this knowledge to evaluate cutting edge tools and techniques.

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

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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.

Global Business - B8MN102

In this highly contemporary module, learners will absorb and process the major global trends in the business world, assess their business implications, and generate strategic options in response. Learners will develop an understanding of factors driving the attractiveness of international markets and possible modes of market entry. The strategic implications of key political, legal, and social forces in the global business environment will also be considered, including practical and theoretical aspects of managing across differing national cultures.

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.

Services Marketing - B8MK105

The module offers an alternative view to the traditional marketing focus on the marketing of products by recognising that services have a distinctive nature and therefore require a distinctive form of marketing. The traditional marketing mix, the 4P's, is expanded to take into consideration an additional 4P's consisting of the people (employees), the process, the physical environment and productivity which are imperative to successful service delivery. The learner should develop an in depth understanding of the unique nature of service organisations and become equipped with the knowledge and skills for managing and implementing marketing approaches in the service sector.

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 organisational 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 organisational/industry settings designed to equip students for further study at post-graduate level and for future career development.

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 case study and the presentation of this project in a conference format.

Business Finance - B8AF121

The module incorporates the areas of financial accounting and business finance necessary for a business

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graduate in a management position. The module provides knowledge and understanding of the principles and concepts that underpin financial accounting within the context of business finance. The module will provide knowledge and understanding of the key financial opportunities and challenges faced by managers and enable the implementation of contemporary management solutions for the individual, groups and the organisation.

School of Arts - Spring Semester Options

Year 1

Adult Skills, Social and Emotional Training - A6PS103

This is a practical module which takes learners through seven essential 'survival' skills for developing personally and professionally. These skills are introduced with reference to psychological research on the cognitive and non-cognitive elements involved in skill identification, acquisition and development. The module will introduce learners to the careers services in the college and provide opportunities for them to consider future directions and possible careers in psychology and beyond. Reflection and self-assessment will form a substantial part of this practical module.

Developmental Psychology - A6PS108

This module will introduce the topic of developmental psychology, which can be defined as the systematic study of the developing person across the lifespan. It aims to provide an introduction to the study of human development. Learners will learn about the changes that occur across different domains of development throughout infancy and childhood. Learners will learn about developmental theories and concepts, and about the methods involved in developmental research. The module will touch upon some of the key critical issues and frameworks that shape our understanding of development, these include nature versus nurture, continuity versus discontinuity and biological, social and cognitive factors interact and influence development.

Foundation Criminology - A6SS107

The Foundation Criminology module is a foundational level module that examines crime theories and their importance in society from a sociological viewpoint. The module examines underpinning concepts, ideas and theories which form the matter of criminology, and applies them to a variety of real-world examples. The module is designed to help the learner see how crime and society are connected to each other. A historical perspective is introduced to highlight the characteristics of different policies and criminological systems. In summary, this module helps the learner understand and explain criminological phenomena, which is crucial for understanding the world in which we all live.

Fundamentals of Cognitive Psychology - A6PS112

This module will introduce the topic of cognitive psychology focusing on its historical roots. It will examine the key research methods that have contributed to the understanding of the mind and its fundamental processes. The module will examine theories and research on memory, attention, perception and problem solving. Learners will evaluate the literature concerned with cognitive psychology and key research methods and findings in the area.

Introduction to Studio Production and Client Project Management - A6SE007

This module introduces the learner to the key concepts in Studio based Production. The module introduces the learner to the role of production with clients from composition to release ready music. The module emphasises the practical aspects of production, developing the learner's soft and hard skills while working through a creative studio production with a Client, and highlights the importance of the evaluative and reflective processes.

Sound Production - A6FM111

The module sets out to enable learners to set up the hardware and software of a sound production suite to record, edit and mix. It provides a foundation in audio theory and production.

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Storytelling in the Digital Age - A6FM115

This is a practical module, one designed to develop and demonstrate a learner's relationship with storytelling in the digital age. Approaching the subject from a wide range of perspectives, this module will provide an overview of the contemporary landscape through a series of class-based projects, digital discussions, electronic exercises and other forms of collaborative activities designed to draw upon existing skills and also develop additional expertise.

Writing for Screen Media - A6FM127

This module introduces learners to collaboration with other writers and actors in the development of a script. The module provides foundational learning for modules in the final stage.

Introduction to Communications - A6GA115

This module introduces students to theories of communication and their application to the study of culture and society in a historical and contemporary context. Students completing the module should be able to demonstrate competence in understanding different research approaches to the study of communication, both in academic theory and critical practice.

Year 2

Audio for Film & Screen - A7FM111

This practical module aims to equip the learner with the skills needed to construct and utilise audio, supporting the moving image. It provides tuition in the technical practices of soundtrack work: spotting cues, creating edits for video, arranging and orchestrating pre-existing music while working with audio and video applications. The learner will gain the ability to undertake a practical analysis and generation of audio for the moving image and will be assessed on portfolios of original work.

Contemporary Film and Television - A7FM113

This module is designed to allow learners to broaden their exploration by considering a wide range of issues regarding contemporary film and television. The module is split into two distinct parts; the first focussing on the study of Gender in Film Theory and how it relates to contemporary practices, the second considering alternative narrative practices and the effect of the proliferation of streaming services on contemporary audiences.

Creativity in Business - A7SE007

The module will introduce learners to creative techniques and help to develop their creative thinking skills. The concept of being creative is the start of the innovation process. Creativity is characterised by the ability to perceive the world in new ways, to find hidden patterns, to make connections between seemingly unrelated phenomena, and to generate solutions. Creativity is crucial for the music industry in the modern contemporary environment, especially when the market is dependent on innovative, breaking technology. Practical exercises in creativity will develop and challenge the learners. The module will show the importance of creative innovation in every commercial organisation.

Fundamentals of Biopsychology - A7PS102¹

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.

¹ Prior learning required

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Psychology in action - A7PS101

This is a module to improve DBS graduate employability through learner actions. The module aims to increase career awareness, career exploration and career preparation and training in learners who are required to research the labour market and seek a voluntary position within a relevant organisation for a minimum of 2-hrs/ week or engage in research or project work within and/or for a specified community with a similar time commitment. To provide learners an opportunity for direct, systematic, two-way interaction with psychology professionals and/or the community over an extended period of time. The module will introduce learners to creative techniques and help to develop their creative thinking skills. The concept of being creative is the start of the innovation process. Creativity is characterised by the ability to perceive the world in new ways, to find hidden patterns, to make connections between seemingly unrelated phenomena, and to generate solutions. Creativity is crucial for the music industry in the modern contemporary environment, especially when the market is dependent on innovative, breaking technology. Practical exercises in creativity will develop and challenge the learners. The module will show the importance of creative innovation in every commercial organisation.

Social Psychology - A7PS112²

This module discusses in more depth the foundation material in Social psychology in the first year and provides further themes and issues concerned within Social psychology, spanning the past to contemporary times. The contribution made by Social Psychology to the understanding of the individual, the social context, and the relationship between the two is examined throughout the lecture series. Central theories of Social Psychology will be described and debated and will provide the opportunity to assess empirical research. In addition, the applied nature of Social psychology will continue to be emphasised to debate, understand and ameliorate issues within the real world setting. The module is delivered in lectures providing interactive learning opportunities.

² Prior learning required

Year 3

Creativity, Innovation and Entrepreneurship - A8SE003

This module aims to provide learners with an opportunity to understand the creative process, develop and apply creative skills in a variety of contexts and apply this creative and innovative knowledge in their entrepreneurial thinking. Learners will be exposed to an awareness of the role of creativity and innovation as a key component to growth and competitive strategy of an organisation. Students will also be exposed to a teamwork philosophy, which will be used to unlock their creative potential to comprehend the role of entrepreneurship and entrepreneurial marketing and its contribution to the innovation and creative practices of an organisation.

Environment and 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.

Global Issues - A8SS105

This module encourages learners to think critically about historical and current global social, economic, political and cultural processes in an ever-transforming world. Through an exploration of various case studies and practical examples, learners will analyse the ways in which global issues impact everyday life across the world.

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Human Performance - A8PS108³

This module reviews and discusses the variables that motivate and promote high-level human performance in competitive sporting and occupational settings with particular attention on professions that demand excellence in psychomotor performance (i.e., performing arts, surgery, paramedics and emergency services, military and law enforcement). The module will require learners to debate concepts of genius and greatness in terms of the talent-training debate, resulting from nature and/or nurture, the cognitive skills and slips that underlie particular performances will be a strong focus.

³ Prior learning required

Mental Health and Distress - A8PS103⁴

This module introduces learners to a contemporary understanding of mental health and illness with emphasis on a bio-psycho-social perspective. Learners' critical thinking will be exercised through examination of current controversies in mental health and well-being in the context of how our understanding of these topics has evolved to date. Learners will be supported to explore the relationship between the causes and definitions of abnormal behaviour and notions of blame, responsibility, and disease. Current diagnostic criteria for mental disorders and the distinction between normal and abnormal behaviour will be evaluated too.

Neuropsychopharmacology - A8PS100⁴

This module is designed to introduce and develop an understanding of neurobiology as it relates to the behaviour associated with psychopathology and neurodevelopmental disorders and their pharmacological treatment.

Psychoanalysis and Language - A8PP176

This module will demonstrate how to approach the reading of Lacanian texts. It will pay close attention to some of Lacan's text which focus on speech and language and it will examine, through a study of Freudian cases, the relationship the psychotic has to language. This module allows learners to engage in a detailed study of contemporary cinemas from around the world. Learners will engage with major milestones in the recent history of the medium, examining trends and charting developments from a wide range of related perspectives.

⁴ Prior learning required