

APPROVED

Programme Code	BAHBMD	Programme Duration	3
Programme Level	8	EQF Level	6
		EHEA Level	First Cycle
Programme Credits	180		
Semester Duration	12 Week(s)		
Language of Instruction	English		
Field of Study	0410 - Business and administration not further defined or elsewhere classified		
CAO Code; QQI Programme Code etc	Code		
Programme Extra Information	The part time version of this programme is run over four years. Semesters 1 and 2 over 18 Months, Semesters 3 and 4 over 18 Months and the final two Semesters over 12 Months		

Programme Outcomes

On successful completion of this programme the learner will be able to :

Description
demonstrate detailed knowledge and understanding of a range of business functions and associated skills and the interrelationship of these within organisations and the wider external economic, social and political environment.
explain how domains differ across different business contexts such as not-for-profit organisations, domestic and international business and the public sector.
critically assess the legal and regulatory frameworks that impact on organisations and a range of stakeholders.
Diagnose management and organisational problems and present appropriate recommendations based on a range of research techniques to a variety of specialist and non-specialist audiences.
Identify and source reliable sources of information and/or data in order to apply appropriate tools to inform robust decision making.
exercise appropriate judgement in initiating a business venture or innovation in a range of market contexts, and be familiar with the critical success factors of each functional area in the organisational value chain.
defend and modify recommendations using accepted business tools and appropriate technical language.
research, analyse and interpret data to facilitate decision-making at a range of levels in organisations.
gain experience of working in groups and as part of a team showing an awareness of their own and others' behaviour through the use of reflection. They will also be able to show the ability to communicate effectively and take a leadership role where appropriate.
analyse a range of management options in relation to a range of market conditions, taking into account the varied stakeholder interests and the organisations wider social responsibilities.
work effectively as part of a team or on their own initiative showing an awareness of their own and others behaviour through the use of reflection.
demonstrate experience of, and an advanced understanding of the role of reflection in personal professional development and in adapting to the perspectives of different stakeholders in an organisation
demonstrate a critical awareness of different perspectives and the ethical impact of business decisions on a range of stakeholders.
appreciate the complexities of relationships and the role of reflection, self-awareness and adaptation in contributing to appropriate business solutions.

Semester Schedules

Stage 1 / Semester 1

Core Subject	
Module Code	Title
H6MYL	Academic Management Skills
H6FIL	Business Law
H6ECIW	Economics for the 21st Century
H6FACC1	Financial Accounting
H6HRMHCB	Human Resource Management

Stage 1 / Semester 2

Core Subject	
Module Code	Title
H6IOB	Individual Behaviour in the Organisation
H6MDI	Marketing in the Digital Age
H6QTM	Quantitative Methods

Stage 2 / Semester 1

Core Subject	
Module Code	Title
H7FMG	Financial Management
H7MGMT	Management
H7PRMA	Project Management
H7SOB	Social and Organisational Behaviour
H7TFB	Technologies for Business

Stage 2 / Semester 2

Core Subject	
Module Code	Title
H7CMS	Career Management Skills
H7ENTP	Entrepreneurship
H7GBE	Global Business Environment
H7MPASY	Macroeconomic Policy and Sustainability
H7PDES	Professional Development Skills

Stage 3 / Semester 1

Core Subject	
Module Code	Title
H8BSTAT	Business Statistics and Analytics
H8ESP	Economic and Social Policy
H8MKMGT	Marketing Management
Group Elective 1	
Module Code	Title
H8CPP	Capstone Project Preparation
H8CMOD	Change Management and Organisational Development
H8FMTE	Financial Management Tools for the Enterprise
H8PRS	Public Relations and Social Media

Stage 3 / Semester 2

Core Subject	
Module Code	Title
H8SMGT	Strategic Management
H8SNBE	Sustainability and Business Ethics
Group Elective 2	
Module Code	Title
H8ABEC	Applied Behavioural Economics
H8CPR	Capstone Project
H8CEN	Corporate Environmentalism
H8DA	Data Analytics (Psychology)
H8EELW	Essentials of Employment Law
H8ODES	Global Operations, Planning and Design
H8SMNGT	Sales Management