

Programme Documentation



AL_BBSTD_B

Bachelor of Business (Honours) in Business (add-on)

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Programme Overview

Full Award Title	Bachelor of Business (Honours) in Business (add-on)		
Exit Award			
Status	Uploaded to Banner	Programme Code	AL_BBSTD_B
Level	08	Required Credits	60
Delivered By	Stage - Full Academic Year	Minimum Duration	1
Start Term	202300	ISCED Code	0410 - Business and administration
Award Class	Honours Degree Addon	Award Type	Bachelor of Business (Honours)
Award Standard	Quality and Qualifications Ireland	Department	Business & Mgmt Studies
Delivery Mode(s)	Full Time	Min Course Grade	40
Contains Work Placement	No	Work Placement Credits	
Work Placement Models			
Programme Authors			
Jarlath Nolan, June Daly, Siobhan Fitzmaurice, Stephanie Duffy, Claire Shaw, Michelle McKeon-Bennett, Alison Sheridan			

Approved Programme Schedule - AL_BBSTD_B Bachelor of Business (Honours) in Business (add-on)
Stage 4

Delivery	Code	Module Title	Level	Credit	M/E	IL	FT	CA	PJ	PC	FE	PF	Total
SEM 7	BUS08054	Strategic Analysis	08	05	M	6.00	4.00	0	0	20	80	0	100
SEM 7	FIN08003	Financial Management 4A	08	05	M	6.00	3.00	20	0	0	80	0	100
SEM 7	COMP08026	Advanced Spreadsheets	08	05	M	5.00	4.00	0	0	100	0	0	100
SEM 7	RES08039	Applied Business Research	08	05	M	6.00	3.00	40	20	40	0	0	100
SEM 7	COMP08004	Enterprise Database Systems	08	10	E1	12.00	6.00	25	0	25	50	0	100
SEM 7	ACCT08007	Management Accounting and Decision Making	08	10	E1	12.00	6.00	20	0	0	80	0	100
SEM 7	MKTG08010	Integrated Marketing Communications	08	10	E1	12.00	6.00	30	0	0	70	0	100
SEM 7	BUS08059	Supply Chain Management	08	10	E1	12.00	6.00	100	0	0	0	0	100
SEM 7	FREN08008	French 4.1	08	05	E1	5.00	4.00	0	100	0	0	0	100
SEM 7	SPAN08022	Spanish 4.1	08	05	E1	5.00	4.00	0	100	0	0	0	100
SEM 7	GERM08021	German 4.1	08	05	E1	5.00	4.00	0	100	0	0	0	100
SEM 8	FIN08012	Financial Management 4B	08	05	M	6.00	3.00	20	0	0	80	0	100
SEM 8	PDEV08004	Professional Skills & Personal Development	08	05	M	5.00	4.00	50	30	20	0	0	100
SEM 8	BUS08051	Business Capstone Project	08	10	M	12.00	6.00	65	0	35	0	0	100
SEM 8	MKTG08024	Applied Strategic Marketing	08	05	M	5.00	4.00	40	0	0	60	0	100
SEM 8	FIN08017	Financial Markets and Derivatives	08	05	E1	15.00	3.00	30	0	0	70	0	100
SEM 8	BUS08055	Managing People and Organisational Change.	08	05	E1	5.00	4.00	30	0	0	70	0	100
SEM 8	BUS08056	Contemporary Issues in Marketing	08	05	E1	5.00	4.00	30	0	10	60	0	100
SEM 8	MGMT08059	Ethical Decision Making and Leadership	08	05	E1	6.00	3.00	40	0	60	0	0	100
SEM 8	FREN08009	French 4.2	08	05	E1	5.00	4.00	0	0	40	60	0	100

SEM 8	SPAN08023	Spanish 4.2	08	05	E1	5.00	4.00	0	0	40	60	0	100
SEM 8	GERM08019	German 4.2	08	05	E1	5.00	4.00	0	0	40	60	0	100
Credit Total				135									

Semesters Per Stage	Elective Rules Per Stage	Credits Required	Award Percentage
2	1	60	100

Elective Rule	Electives Required	Credits Required
ELECTIVE_1	0	15 - Select 15 Credit(s).

Special Regulation
<p>15 credits from the elective subjects are required to complete this programme.</p> <p>One elective (10 credit) from Semester 1 and one elective (5 credit) from Semester 2 must be chosen by the student. If a language is chosen as the elective the same language must be selected in Semester 1 and Semester 2 (2 x 5 credits). An additional 5 credit elective must be chosen in Semester 2.</p> <p>Academic supervision of the Business Capstone Project will be required in line with the agreed position paper, equating to one hour per week for every 3 students in semester 2.</p>

Stage Exit Award

Key
M/E - Mandatory/Elective, FT - Full Time, CA - Continuous Assessment, PJ - Project, PC - Practical, FE - Final Exam, PF - Pass/Fail,

Stage 4 Modules

Full Title	Strategic Analysis		
Status	Uploaded to Banner	Start Term	202300
NFQ Level	08	ECTS Credits	05
Attendance	N/A %		
Module Code	BUS08054	Duration	Semester - (15 Weeks)
Grading Mode	Numeric/Percentage	Department	Business & Mgmt Studies
Module Author	William Meaney		
Co Authors	Alison Sheridan		

Module Description

To analyse and apply strategic management theory.
 Analysis and strategic choice/options will form the central theme of this module.
 Students expected to have critical assessment and application skills of all academic models covered on this course.

Learning Outcomes *On completion of this module the learner will/should be able to;*

1. Analyse and integrate critical elements of strategic management theory.
2. Determine and analyse the internal and external environments of organisations.
3. Demonstrate good judgment in the determination of strategic priorities and their application to non structured case studies in complex and dynamic environments.
4. Manage self-directed learning approaches and to demonstrate constructive involvement in a team-based approach to learning.
5. Prepare, present and defend Strategic Management case study answers while demonstrating effective analytical, interpersonal and presentational skills.

Indicative Syllabus

1. The Strategy Concept. The strategic management process and conceptual framework. Models of Strategic Management.
2. Strategy Formation. Vision, Mission, Goals and Objectives. Environmental analysis. Industry Analysis. Company situation analysis. Key success factors and driving forces. Competitive analysis. Value Chain Analysis and financial assessment.
3. Organisation Resources and Competitive Advantage. The concepts of core. Competitive and unique competence, capability and strategic fit. Activity cost chain/system and value chain/system analyses. Organisation culture and the cultural-web. Assess the role of E-business and E-Commerce in Strategic Analysis and choice/option decision-making.
4. Strategic Development and Growth Strategies. Fundamental, generic competitive strategy. Product/market strategy, differentiation and institutional approaches. Organic and external growth strategies.

Teaching and Learning Strategy

Lectures.
 Case Studies. Preparation, presentation, analysis and defence of the strategic management case studies (four) during the Semester.
 Effective teamwork through the use of case studies throughout the Semester.
 Moodle - ppt's, resources, forums, web links, on-line assignment communication.

Assessment Strategy

20% Continuous Assessment.
 4 Case Studies. Average length of case study will be c.4 pages.
 Team answer, to include aspects of analysis, choices/options and implementation will be 5 page (maximum).
 End of Semester Final Exam worth 80%.

Repeat Assessment Strategies

Where a student fails the module, a repeat opportunity will be provided in the Autumn sitting, in accordance with the Repeat Assessment Policy of the Faculty of Business and Hospitality. Assessment for the repeat opportunity will be determined by the internal examiner and will be an examination or other assessment deemed by the internal examiner to be equivalent to the original failed assessment in terms of demonstrating the student's ability to meet the required learning outcomes. Where necessitated, the repeat assessment may be provided in an alternative assessment format. For further details please refer to TUS Academic Regulations for Taught Programmes.

Professional Body applicable to Placement Modules**Legal Requirements**

Coursework & Continuous Assessment:		20 %		
Form	Title	Percent	Week (Indicative)	Learning Outcomes
Assignment	Case Study 1	5 %	Week 4	1,2,3
Assignment	Case study 2	5 %	Week 6	1,2,3
Assessment	Case study 3	5 %	Week 9	3,4
Assessment	Case study 4	5 %	Week 11	3,4,5

End of Semester / Year Formal Exam:		80 %		
Form	Title	Percent	Week (Indicative)	Learning Outcomes
Closed Book Exam	End of Term Exam	80 %	End of Semester	1,2,4

Full Time Average Weekly Workload:			4.00 Hours		
Type	Description	Location	Hours	Frequency	Weekly Avg
Lecture	Lecture	Lecture Theatre	3	Weekly	3.00
Lecture	Lecture	Lecture Theatre	1	Weekly	1.00
Independent Learning	Independent Learning	Not Specified	6	Weekly	6.00

Required Reading Book List

Peteraf, M., Arthur, JR., Gamble, E., , I., (2019). *ISE Crafting & Executing Strategy: Concepts and Cases*
ISBN 1260565742 ISBN-13 9781260565744

Recommended Reading Book List

Gallagher, G., (2019). *CORPORATE STRATEGY FOR IRISH COMPANIES.*
ISBN 1912350327 ISBN-13 9781912350322

Whittington, R., (2019). *Johnson.*
ISBN 1292282452 ISBN-13 9781292282459

Non ISBN Literary Resources

www.ft.com

Individual Corporate/PLC websites pertaining to areas of student interest i.e., manufacturing, financial services, IT/IS.

Journal Resources

Harvard Business Review

Other Resources

Readings on Moodle

Additional Information

Extensive material on Moodle Exams, readings, video links

Programme Membership

AL_BBLAW_8 202400 Bachelor of Business (Honours) in Business and Law
AL_BINTL_8 202300 Bachelor of Business (Honours) in International Business
AL_BBSTD_B 202300 Bachelor of Business (Honours) in Business (add-on)
AL_BSTUD_B 202300 Bachelor of Business (Honours)
AL_BBLAW_8 202300 Bachelor of Business (Honours) in Business and Law

Full Title	Financial Management 4A		
Status	Uploaded to Banner	Start Term	202300
NFQ Level	08	ECTS Credits	05
Attendance	N/A %		
Module Code	FIN08003	Duration	Semester - (15 Weeks)
Grading Mode	Numeric/Percentage	Department	Business & Mgmt Studies
Module Author	Paul Prendergast		
Co Authors	Alison Sheridan, Paul O'Meara, Tao Cui		

Module Description

This module aims to develop the ability to critically evaluate financial theory, and apply financial management concepts to various business situations.

Learning Outcomes *On completion of this module the learner will/should be able to;*

1. Assess the benefits and shortcomings of financial theory and models relating to diverse stakeholders.
2. Interpret corporate financial data and related external information, given the political, societal and economic environment.
3. Evaluate and select appropriate cost of capital, treasury management and investment decision-making techniques, and apply to various situations.

Indicative Syllabus

1. Financial theory and modern research findings in relation to the finance function, including Agency Theory and related behavioural issues.
2. Interpretation of accounts: EPS, Share Price, Dividends, Return on Investment and financial risk and ESG report evaluation.
3. Capital structure and cost consideration using appropriate models.
4. Evaluation of both the traditional and the Modigliani & Miller theories of capital structure. Practical considerations of capital structure in various scenarios.
5. Portfolio theory and the Capital Asset Pricing model. Calculation of a risk-specific discount rate incorporating financial and business risk.
6. Foreign currency and interest-rate risk management using forwards, futures, options and swaps.

Teaching and Learning Strategy

Module material will include lecture presentation of issues and student commentary followed by lecturer demonstration of approaches to business cases with financial problems. Students will be assigned additional cases, while past exam questions and tutorial questions will be available with solutions. There will be directed textbook references to relevant articles and research papers on the web for student consideration. Classes will consist of formal lectures, topic discussion and problem-based learning where questions will be tackled by students under supervision of the lecturer. Relevant business economic and societal news impacting on financial management will be discussed, illustrated by FT and other international videos. Students will be expected to engage with the course by attempting questions (both in class and independently), by participating in class discussions, by asking questions and by reading widely. Vevox polling will be used to enhance student engagement.

Assessment Strategy

Once a topic has been introduced, the lecturers will demonstrate by dealing with case questions, while students will then tackle further similar questions either in class or as homework assignments. Students will thus have the opportunity of continually assessing their progress, comparing to lecturer solutions and discussing answers in class. In addition, some homework and class assignments are in multiple-choice format with a marking scheme enabling real formative assessment to take place throughout the course, with students generating feedback on their performance and progress.

A midterm assessment (maximum 1 hour for 20%) involving an in-class MCQ/mini case study assessing learning outcomes 1, 2 and 3 will take place in week 5 of the module,

The final exam, for 80% of the total, will consist of both numerical and narrative questions. The two-hour exam will test both theoretical knowledge and the ability to apply in practical situations.

For further details please refer to TUS Academic Regulations for Taught Programmes

Repeat Assessment Strategies

Where a student fails the module, a repeat exam opportunity will be provided in the Autumn sitting, in accordance with the Repeat Assessment Policy of the Faculty of Business and Hospitality. The assessment for the repeat opportunity will be determined by the internal examiner and will be an examination or other assessment deemed by the internal examiner to be equivalent to the original failed assessment in terms of demonstrating the student's ability to meet the required learning outcomes. Where necessitated, the repeat assessment may be provided in an alternative assessment format. The repeat end-of-semester exam will cover numerical and narrative questions (as did the mid-term C.A.). Students must be prepared for all learning objectives.

For further details please refer to TUS Academic Regulations for Taught Programmes.

Professional Body applicable to Placement Modules

Legal Requirements

Coursework & Continuous Assessment:		20 %		
Form	Title	Percent	Week (Indicative)	Learning Outcomes
Multiple Choice	Mid-term	20 %	Week 5	3

End of Semester / Year Formal Exam:		80 %		
Form	Title	Percent	Week (Indicative)	Learning Outcomes
Closed Book Exam	Final exam	80 %	End of Semester	1,2,3

Full Time Average Weekly Workload:			3.00 Hours		
Type	Description	Location	Hours	Frequency	Weekly Avg
Lecture	lecture	Tiered Classroom	3	Weekly	3.00
Independent Learning	Independent Learning	Not Specified	6	Weekly	6.00

Required Reading Book List

Ward, A., (2020). *FINANCE*.
ISBN 191235036X ISBN-13 9781912350360

Power, T., Walsh, S., O'Meara, P., (2009). *Financial Management*. Gill Education.
ISBN 0717145549 ISBN-13 9780717145546

Thompson, S., (2019). *Principles and Practice of Green Finance* Kogan Page.
ISBN 1789664543 ISBN-13 9781789664546

Recommended Reading Book List

McLaney, E., (2016). *Business Finance*.
ISBN 1292134402 ISBN-13 9781292134406

Watson, D., Head, A., (2019). *Corporate Finance*.
ISBN 1292244313 ISBN-13 9781292244310

Pike, H., Neale, B., Accounting, S., (2018). *Corporate Finance and Investment*.
ISBN 1292208546 ISBN-13 9781292208541

Bodie, Z., Kane, A., Marcus, J., (2021). *Essentials of Investments*
ISBN 1260772160 ISBN-13 9781260772166

Journal Resources

Financial Management, Journal of the Chartered Institute of Management Accountants

[FM | Financial Management magazine \(fm-magazine.com\)](#)

The Economist

[Journal of Accounting Research - Wiley Online Library](#)

[International Journal of Financial Management and Economics \(theeconomicsjournal.com\)](#)[International Journal of Financial Management and Economics \(theeconomicsjournal.com\)](#)

Management Accounting Research. Peer-reviewed international academic journal.

[JMAR | Management Accounting Research | Journal | ScienceDirect.com by Elsevier](#)

Irish Accounting, Finance and Governance Review. Peer-reviewed Irish research.

[Irish Accounting and Financial Association The Accounting Finance & Governance Review \(iafa.ie\)](#)

British Accounting Review. Peer-reviewed research journal

[BAR | The British Accounting Review | Journal | ScienceDirect.com by Elsevier](#)

Online Resources

[Financial Times \(ft.com\)](#) [The Business School has funded free access for students]

[Business News | Latest Breaking Stories & Headlines | RTÉ \(rte.ie\)](#)

[Google Finance - Stock Market Prices, Real-time Quotes & Business News](#)

[Bloomberg.com](#)

[TUS Midlands: Library | Technological University of the Shannon Library \(ait.ie\)](#)[Online databases including Proquest peer-reviewed research papers, and online open access books]

[Business News | Latest News Stories | The Irish Times'](#)

Investor Services' is the normal link under a company website to find the Annual Report, Income Statement, Interim profit statements and other announcements.

Other Resources

Library 657 area and general business

Lecture notes and overheads on Moodle.

E.U. Green Bonds Information

https://ec.europa.eu/commission/presscorner/detail/en/qanda_21_3406

European Central Bank Interest Rate Information

<https://www.ecb.europa.eu/home/html/index.en.html>

Irish sustainability in the Financial area

<https://sfskillnet.sustainablefinance.ie/about/>

Programme Membership

AL_BBSTD_B 202300 Bachelor of Business (Honours) in Business (add-on)

AL_BSTUD_B 202300 Bachelor of Business (Honours)

Full Title	Advanced Spreadsheets		
Status	Uploaded to Banner	Start Term	202300
NFQ Level	08	ECTS Credits	05
Attendance	N/A %		
Module Code	COMP08026	Duration	Semester - (15 Weeks)
Grading Mode	Numeric/Percentage	Department	Business & Mgmt Studies
Module Author	Jarlath Nolan		
Co Authors	Terry O'Neill, Alison Sheridan		

Module Description	
<p>Students are introduced to and given directed hands-on experience of the more advanced features of a popular spreadsheet package applicable to the modern business environment.</p> <p>The emphasis is on the mastery of advanced spreadsheet features and their use in the practical hands-on manipulation, analysis and presentation of unstructured big data from the business environment locally and internationally.</p> <p>Students will be encouraged to support each other and pool resources throughout the learning process.</p> <p>Students may be given the opportunity to achieve Microsoft Office Certification in Microsoft Excel, in the form of Microsoft Office Specialist (MOS).</p>	

Learning Outcomes <i>On completion of this module the learner will/should be able to;</i>	
1.	Formulate advanced spreadsheet models using a wide variety of basic and advanced features of a popular Spreadsheet Application.
2.	Creatively use the more advanced features of a spreadsheet application package as applied to the modern data-driven business environment.
3.	Implement data analytics and simulation tools to produce useful spreadsheet models to solve modern business problems, including the development of detailed audit trails.
4.	Analyse real world unstructured data to support business decisions in the modern business environment, nationally and internationally.

Indicative Syllabus	
<p>Data manipulation and management techniques including cleaning and protection of data and files.</p> <p>Pre-processing and processing of unstructured big data.</p> <p>Error Handling.</p> <p>Use of basic and advanced spreadsheet features to manipulate, summarise and present useful business data.</p> <p>Sampling techniques (random, systematic, stratified, multistage, cluster and quota)</p> <p>Development of detailed audit trails.</p> <p>Applied Spreadsheet Functions & Techniques, as used in the modern business environment, both nationally and internationally.</p> <p>Time Series Analysis, examples: Predicting Sales performance, Stock market analysis, Interest Rate analysis.</p> <p>Excel Dashboard development such as Analytical Dashboards, Strategic Dashboards and Operational Dashboards.</p>	

Teaching and Learning Strategy	
<p>The teaching and learning strategy for this module will encourage active learning and student engagement in a PC lab environment with well-structured practical real-world exercises consisting of local and international data. Through the use of the University's Virtual Learning Environment (Moodle), students will be guided through the exercises and provided with opportunity for peer and self assessment. PC lab based formative assessment is used throughout the semester, which will complement the notes, discussions and support provided in class and on the VLE.</p> <p>Summative assessment will also provide opportunities for skill development and learning through detailed feedback on Continuous Assessment. The students will be encouraged to take control of their own learning and work at their own pace, subject to the constraints of the semester.</p>	

Assessment Strategy	

This module is 100% continuous assessment, with all learning outcomes assessed during the term. Formative assessment, including peer assessment is provided on an ongoing basis, providing ongoing learning and self-improvement through immediate feedback on current topics. Summative assessment is also spread across the semester and provides timely feedback (both group and individual) allowing students to review their learning strategies and adjust as appropriate. Continuous (summative) assessment consists of a combination of practical PC lab based closed book assessments and online quizzes, examining all learning outcomes.

Repeat Assessment Strategies

Where a student fails the module, a repeat opportunity will be provided in the Autumn sitting, in accordance with the Repeat Assessment Policy of the Faculty of Business and Hospitality. Assessment for the repeat opportunity will be determined by the internal examiner and will be an examination or other assessment deemed by the internal examiner to be equivalent to the original failed assessment in terms of demonstrating the student's ability to meet the required learning outcomes. Where necessitated, the repeat assessment may be provided in an alternative assessment format.

For further details please refer to TUS Academic Regulations for Taught Programmes.

Professional Body applicable to Placement Modules

Legal Requirements

Coursework & Continuous Assessment:		100 %		
Form	Title	Percent	Week (Indicative)	Learning Outcomes
Assessment	Practical PC Based Assessment	40 %	Week 7	1
Assessment	Online Practical Assessment	10 %	Week 10	1,2
Assessment	Practical PC Based Assessment	50 %	Week 12	1,2,3,4

Full Time Average Weekly Workload:			4.00 Hours		
Type	Description	Location	Hours	Frequency	Weekly Avg
Practical	Practical	Computer Laboratory	4	Weekly	4.00
Independent Learning	Independent Learning	Not Specified	5	Weekly	5.00

Recommended Reading Book List

Alexander, M., Kusleika, R., Walkenbach, J., (2018). *Excel 2019 Bible*. John Wiley & Sons.
ISBN 9781119514787 ISBN-13 1119514789

Alexander, M., Kusleika, D., Walkenbach, J., (2022). *Excel 365 Bible*. Wiley.
ISBN 1119835100 ISBN-13 9781119835103

O'Leary, D., O'Leary, I., O'Leary, D., (2022). *ISE Computing Essentials 2023*.
ISBN 1265263213 ISBN-13 9781265263218

Hartung, M., Bues, M., Halbleib, G., (2018). *Legal Tech*. Beck/Hart.
ISBN 1509926321 ISBN-13 9781509926329

McFedries, P., (2019). *Microsoft Excel 2019 Formulas and Functions*. Microsoft Press.
ISBN 1509306196 ISBN-13 9781509306190

Lambert, J., (2023). *Microsoft Word Step by Step (Office 2021 and Microsoft 365)* Microsoft Press.
ISBN 013752272X ISBN-13 9780137522729

Williams, K., Facciola, M., McCann, P., Catanzaro, M., (2018). *The Legal Technology Guidebook*. Springer.
ISBN 3319854143 ISBN-13 9783319854144

Non ISBN Literary Resources

Journal Resources

Big Data and Society

International Journal of Artificial Intelligence

International Journal of Computers and Technology

International Journal of Data Science and Analytics

Online Resources

www.ibec.ie

www.dataprotection.ie

www.mediastreet.ie

www.isme.ie

Other Resources

Cloud storage account

GMetrix.net

Additional Information

Microsoft Office Specialist (MOS) Certification

Programme Membership


AL_BINL_8 202300 Bachelor of Business (Honours) in International Business

AL_BBSTD_B 202300 Bachelor of Business (Honours) in Business (add-on)

AL_BSTUD_B 202300 Bachelor of Business (Honours)

Full Title	Applied Business Research		
Status	Uploaded to Banner	Start Term	202300
NFQ Level	08	ECTS Credits	05
Attendance	N/A %		
Module Code	RES08039	Duration	Semester - (15 Weeks)
Grading Mode	Numeric/Percentage	Department	Business & Mgmt Studies
Module Author	Mr Brian Toolan		
Co Authors	Jason Palframan, Alison Sheridan, Prof Marc Cashin, Teresa O'Hara, William Meaney, Claire Shaw		

Module Description
Applied Business Research provides the business student with the necessary skills and knowledge to undertake quantitative and qualitative business research required as part of the Business Capstone Project.

	Learning Outcomes <i>On completion of this module the learner will/should be able to;</i>
1.	Demonstrate a comprehensive understanding of the fundamental theory and logic of business research
2.	Master the principles of effective research project management.
3.	Source and assess the validity, reliability and objectivity of secondary data.
4.	Demonstrate knowledge of the key concepts and tasks involved in a research project and how they are interrelated to form a coherent research plan.
5.	Produce a research proposal that meets best international practice.

Indicative Syllabus
1 Role of business research - Introduction to nature of business research; descriptive, explorative and explanatory research; research process. Project definition, project feasibility study.
2 Research design and project management - different research philosophies, defining the project scope, identifying projects goals and objectives, creating a project plan, identifying team roles and responsibilities, role of a project manager, project communication, introduction to project management software.
3 Data collection - Primary and secondary research; Sampling; Size, probability and non-probability; Observation; Interviews; questionnaires; Case study; focus groups;
4 Data Analysis: understanding qualitative data; thematic development; Reliability and validity; Correlation and causation; Limitations of findings
5 Reporting: Writing a report, referencing, structure,

Teaching and Learning Strategy
Lectures, classroom discussion and practical work. Multichoice tests and essay and proposal writing. Students receive notes via moodle system prior to class. They are expected to engage in discussion around examples with which they are familiar.

Assessment Strategy
This module will be assessed by multiple choice exam and submission of an essay critiquing a research proposal and finally a research plan.
Multiple choice test will assess theory of research.

Repeat Assessment Strategies
Where a student fails the module, a repeat exam opportunity will be provided in the Autumn sitting, in accordance with the Repeat Assessment Policy of the Faculty of Business and Hospitality. Assessment for the repeat opportunity will be determined by the internal examiner and will be an examination or other assessment deemed by the internal examiner to be equivalent to the original failed assessment in terms of demonstrating the student's ability to meet the required learning outcomes. Where necessitated, the repeat assessment may be provided in an alternative assessment format.
For further details please refer to TUS Academic Regulations for Taught Programmes.

Professional Body applicable to Placement Modules**Legal Requirements**

Coursework & Continuous Assessment:		100 %		
Form	Title	Percent	Week (Indicative)	Learning Outcomes
Closed Book Exam	Essay	20 %	Week 6	1,4
Closed Book Exam	Multiple Choice Questions	20 %	Week 3	1,2
Assessment	Critique of research article, method, objectives, sampling, findings.	20 %	Week 4	2,3
Assignment	Research plan showing professional research and writing skill.	40 %	End of Semester	2,4,5

Full Time Average Weekly Workload:			3.00 Hours		
Type	Description	Location	Hours	Frequency	Weekly Avg
Lecture	Lecture	Flat Classroom	3	Weekly	3.00
Independent Learning	Independent Learning	Library	6	Weekly	6.00

Required Reading Book List

Larson, E., Larson, W., Gray, F., (2020). *ISE Project Management: the Managerial Process*
ISBN 1260570436 ISBN-13 9781260570434

Creswell, W., (2013). *Research Design*.
ISBN 1452274606 ISBN-13 9781452274607

, ., Thornhill, A., Lewis, P., (2019). *Research Methods for Business Students*
ISBN 1292208783 ISBN-13 9781292208787

Online Resources

Project Management Institute: <https://www.pmi.org/>

Programme Membership

AL_BINLTL_8 202300 Bachelor of Business (Honours) in International Business
AL_BBSTD_B 202300 Bachelor of Business (Honours) in Business (add-on)
AL_BSTUD_B 202300 Bachelor of Business (Honours)

Full Title	Enterprise Database Systems		
Status	Uploaded to Banner	Start Term	202300
NFQ Level	08	ECTS Credits	10
Attendance	N/A %		
Module Code	COMP08004	Duration	Semester - (15 Weeks)
Grading Mode	Numeric/Percentage	Department	Business & Mgmt Studies
Module Author	Noel Tierney		
Co Authors	Alison Sheridan		

Module Description

Enterprise Database Systems develops students understanding of the relational database approach, and its theoretical foundations. It also allows students to acquire a solid understanding of SQL (DDL, DML, DCL), and expose them to its use in at least one leading relational database product.

Learning Outcomes *On completion of this module the learner will/should be able to;*

1. Explain the concepts of the database approach to data processing and Database Management Systems.
2. Analyse a scenario and develop a conceptual data model based on the information provided, using an industry standard data modeling notation.
3. Consider the main features and capabilities (integrity constraints, views, systems catalog) that should be provided by an SQL based DBMS product for use in a typical multi-user transaction processing environment.
4. Implement a database in a leading relational product using SQL and be competent in the use of the DDL, DML and DCL.
5. Demonstrate how transaction processing and security operate in a multi-user database using SQL.

Indicative Syllabus

The Relational database approach, Entity Relationship Models, Databases and DBMS
 Integrity and Transaction Processing
 Views, Security and GDPR
 Data Warehousing
 Structured Query Language – DDL, DML, DCL

Teaching and Learning Strategy

Enterprise Database Systems is a very hands-on subject. SQL is covered in depth and is also used as a vehicle to teach the fundamentals of Data Integrity, Transaction Processing, Security and Views. All classes are held in a computer laboratory and a variety of case studies are used to give students an opportunity to master the SQL Language and to design a database. Quizzes (using the Institute VLE) are also used for both formative and summative assessment.

Assessment Strategy

Students will complete a number of laboratory based quizzes using the university VLE. The quizzes will be used for both formative and summative assessment. Each quiz will consist of a variety of question types - multiple choice, true/false, fill in the blank and short answer.

A laboratory exam will be held towards the end of the teaching period to test students' knowledge of SQL in a practical setting. The final exam will test all areas of the syllabus.

Repeat Assessment Strategies

Where a student fails the module, a repeat opportunity will be provided in the Autumn sitting, in accordance with the Repeat Assessment Policy of the Faculty of Business and Hospitality. Assessment for the repeat opportunity will be determined by the internal examiner and will be an examination or other assessment deemed by the internal examiner to be equivalent to the original failed assessment in terms of demonstrating the student's ability to meet the required learning outcomes. Where necessitated, the repeat assessment may be provided in an alternative assessment format. For further details please refer to TUS Academic Regulations for Taught Programmes.

Professional Body applicable to Placement Modules**Legal Requirements**

Coursework & Continuous Assessment:		50 %		
Form	Title	Percent	Week (Indicative)	Learning Outcomes
Assessment	Quiz - held in a computer lab with access to SQL	10 %	Week 4	4
Assessment	Quiz - held in a computer lab with access to SQL	15 %	Week 8	4
Assessment	SQL Practical Exam	25 %	Week 11	4

End of Semester / Year Formal Exam:		50 %		
Form	Title	Percent	Week (Indicative)	Learning Outcomes
Closed Book Exam	Final Exam	50 %	End of Semester	1,2,3,4,5

Full Time Average Weekly Workload:			6.00 Hours		
Type	Description	Location	Hours	Frequency	Weekly Avg
Practical	Oracle SQL Teaching/Demonstration	Computer Laboratory	6	Weekly	6.00
Independent Learning	Independent Learning	Not Specified	12	Weekly	12.00

Required Reading Book List

Shellman, M., Pratt, J., Last, Z., (2020). *A Guide to SQL*. ISBN 0357361687 ISBN-13 9780357361689

Beaulieu, A., (2020). *Learning SQL*. O'Reilly Media. ISBN 1492057614 ISBN-13 9781492057611

Hoffer, J., Venkataraman, R., Topi, H., (2015). *Modern Database Management* Prentice Hall. ISBN 0133544613 ISBN-13 9780133544619

, G., , J., (2009). *Sql The Complete Reference*. Tata McGraw-Hill Education. ISBN 1259003884 ISBN-13 9781259003882

Oppel, A., (2015). *SQL: A Beginner's Guide, Fourth Edition* McGraw Hill Professional. ISBN 9780071842594 ISBN-13 0071842594

Recommended Reading Book List

Viescas, J., (2014). *SQL Queries for Mere Mortals: A Hands-On Guide to Data Manipulation in SQL (3rd Edition)* Addison-Wesley Professional. ISBN 0321992474 ISBN-13 9780321992475

Online Resources

https://community.oracle.com/community/database/oracle-database-options/sql_and_pl_sql

<http://www.oraFAQ.com/forum/>

<http://www.techonthenet.com/sql/index.php>

Other Resources

Computer Facilities running Oracle SQL

Additional Information

None

Programme Membership

AL_BBSTD_B 202300 Bachelor of Business (Honours) in Business (add-on)

AL_BSTUD_B 202300 Bachelor of Business (Honours)

Full Title	Management Accounting and Decision Making		
Status	Uploaded to Banner	Start Term	202300
NFQ Level	08	ECTS Credits	10
Attendance	N/A %		
Module Code	ACCT08007	Duration	Semester - (15 Weeks)
Grading Mode	Numeric/Percentage	Department	Business & Mgmt Studies
Module Author	Eoin Conway		
Co Authors	Alison Sheridan		

Module Description

To develop the students ability to apply management accounting principles to decision making and control situations. To appreciate the alternative management approaches in a decentralised organisation, and also in cost management & strategic management accounting.

Learning Outcomes *On completion of this module the learner will/should be able to;*

1. Demonstrate an ability to distinguish between relevant and irrelevant information for both short and long term decisions.
2. Evaluate and select appropriate techniques for relevant decisions.
3. Analyse and report financial information for costing and control purposes.
4. Evaluate and apply techniques used in performance measurement in decentralised organisations.
5. Demonstrate an ability to appreciate the benefits and shortcomings of cost management and strategic management accounting.

Indicative Syllabus
1. Decision Making

Time Horizon & Decision Making Product mix decisions with capacity constraints, including linear programming models. Special pricing, outsourcing and discontinuance decision. Incorporation of uncertainty into decision-making process.

2. Capital Investment Appraisal

The special nature of capital investment proposals & linkage with financial management and strategy Techniques – Accounting rate of return, payback, discounting cash-flow and break-even time. Techniques for dealing with uncertainty.

3. Activity Based Costing

Information needs & requirements of management – the historical dimension, Design of ABC systems, Activity assignment & hierarchies, Activity based costing relationship with life cycle costing, target costing and profitability analysis, Activity based Management & Activity Based Budgeting.

4. Standard Costing

Preparation of operating statements using standard, marginal and absorption approaches. Advanced material, labour and sales variances .The learning-curve effect in variance preparation. Planning & operational variances. Investigation of variances and behavioural aspects. Relevance & future of standard costing.

5. Divisional Financial Performance Measurement

Different approaches to organisational structure. Distinction between managerial and economic performance Return on investment, residual income, economic value added, cash based measures and non-financial measures. Performance measurement in service organisations.

6. Cost Management and Strategic Management Accounting

Life cycle costing. Target costing and value engineering. Business process re-engineering. Total quality management. Just-in-time systems. Elements of strategic management accounting. The Balanced Scoreboard as a strategic management system.

7. Budgetary Control

Stages in the budgeting process. Multiple functions of budgets. Conflicting roles of budgets. Zero Based budgeting.

Teaching and Learning Strategy

Lectures delivered using powerpoint slides. Many of the areas of this course involve students being able to distinguish between relevant and irrelevant information. Question packs have been developed with the purpose of getting students actively involved in problem solving. Students are expected to complete some coursework questions in their own time; these questions are reviewed at the start of the next lecture. Notes and slides are supplemented with relevant articles concerning the particular topic. Use is also made of mini quizzes to test student knowledge and give feedback. Students are expected to read the relevant chapters in their core text.

Assessment Strategy

A continuous assessment will take place in week 6 testing learning outcomes 1 and 2 of the module. This CA will take place in class.

A three-hour final exam which will assess all learning outcomes. The paper will consist of 7 questions, 5 of which must be answered.

Repeat Assessment Strategies

Where a student fails the module, a repeat exam opportunity will be provided in the Autumn sitting, in accordance with the Repeat Assessment Policy of the Faculty of Business and Hospitality. Assessment for the repeat opportunity will be determined by the internal examiner and will be an examination or other assessment deemed by the internal examiner to be equivalent to the original failed assessment in terms of demonstrating the student's ability to meet the required learning outcomes. Where necessitated, the repeat assessment may be provided in an alternative assessment format.

For further details please refer to TUS Academic Regulations for Taught Programmes.

Professional Body applicable to Placement Modules

Legal Requirements

Coursework & Continuous Assessment:		20 %		
Form	Title	Percent	Week (Indicative)	Learning Outcomes
Assessment	Other Exam	20 %	Week 6	1,2

End of Semester / Year Formal Exam:		80 %		
Form	Title	Percent	Week (Indicative)	Learning Outcomes
Closed Book Exam	Final Exam	80 %	End of Semester	1,2,3,4,5

Full Time Average Weekly Workload:			6.00 Hours		
Type	Description	Location	Hours	Frequency	Weekly Avg
Lecture	Lecturing	Tiered Classroom	6	Weekly	6.00
Independent Learning	Independent Learning	Not Specified	12	Weekly	12.00

Required Reading Book List

Brewer, C., Garrison, H., Noreen, W., (2018). *Introduction to Managerial Accounting*. ISBN 1259917061 ISBN-13 9781259917066

Atrill, P., McLaney, E J., (2017). *Management Accounting for Decision Makers*. ISBN 1292204575 ISBN-13 9781292204574

Learning, C., , D., (2020). *MANAGEMENT COST ACCOUNTING 11E*. ISBN 147377361X ISBN-13 9781473773615

Journal Resources

Accounting Finance & Governance Review

ISSN: 0791-9638

E-ISSN: 2737-7482

Publisher: Irish Accounting & Finance Association

<https://afgr.scholasticahq.com/>

Online Resources

www.cimaglobal.com/
www.accaglobal.com/
www.corpreports.co.uk

Other Resources

Various Management Accounting periodicals

Additional Information


None

Programme Membership

AL_BBLAW_8 202400 Bachelor of Business (Honours) in Business and Law
AL_BBSTD_B 202300 Bachelor of Business (Honours) in Business (add-on)
AL_BSTUD_B 202300 Bachelor of Business (Honours)
AL_BBLAW_8 202300 Bachelor of Business (Honours) in Business and Law

Full Title	Integrated Marketing Communications		
Status	Uploaded to Banner	Start Term	202300
NFQ Level	08	ECTS Credits	10
Attendance	N/A %		
Module Code	MKTG08010	Duration	Semester - (15 Weeks)
Grading Mode	Numeric/Percentage	Department	Business & Mgmt Studies
Module Author	Brenda Flaherty		
Co Authors	Doireann O'Callaghan, Louise Murray, Alison Sheridan, Mary Loonam		

Module Description
This module will focus on the full range of contemporary promotional tools available to the marketer for the integrated marketing communication plan. It will enable students to develop a conceptual and systematic approach to the identification, analysis and solution of problems in marketing communication.

	Learning Outcomes <i>On completion of this module the learner will/should be able to;</i>
1.	Analyse the relationship between all the elements of the marketing communications mix.
2.	Assimilate the theory underpinning the consumer's approach to marketing communication.
3.	Synthesise this knowledge and apply it to Irish and international case studies with the objective of building brand image and reputation.
4.	Evaluate the implementation of marketing communications strategies in live company case studies and make innovative recommendations displaying knowledge, understanding and initiative in the area of integrated marketing communications.
5.	Demonstrate initiative in the above-mentioned tasks while researching and integrating ongoing contemporary developments in marketing communications.

Indicative Syllabus
<p>Introduction to communication theory and the promotion process. Hierarchy of Effects (HOE) models.</p> <p>Revisit consumer behaviour, STP and marketing research with particular emphasis on gathering insights from qualitative research.</p> <p>Understanding what maintains an effective and successful brand communications strategy.</p> <p>An appreciation of all the marketing communication the tools available for the process of IMC development.</p> <p>An appreciation of the process of image, brand development and reputation building being mindful of contemporary issues around ethics and sustainability</p> <p>A detailed understanding of the following communications tools, the different situations in which they apply and the overall synchronisation of the appropriate tools with a view to implementing a synergistic and effective marketing communication campaign.</p> <ul style="list-style-type: none"> • Advertising. Media Planning. • Public Relations (PR). • Sponsorship, Product placement. • Sales Promotion. • Point of Purchase (POP). • Trade fairs, Exhibitions. • Personal Selling, B2B Communications. • Direct Marketing. • Digital Marketing, Digital campaign development. <p>Creative brief development.</p> <p>Marketing communication planning - objectives, budgeting, control and evaluation.</p> <p>Evaluation and measuring the effectiveness of an IMC campaign.</p> <p>An overview of the communications industry including past, present and contemporary developments.</p> <p>Investigation of the regulatory environment for marketing communication and an appreciation of contemporary ethical issues.</p>

Teaching and Learning Strategy

The teaching and learning strategy consists of a combination of lectures, local and international guest speakers (in person & on zoom), articles, case studies and self-directed learning. Each week's content will be delivered through a mixture of interactive lectures and tutorials where students will be asked questions and encouraged to engage in; class discussion and national and international best practice analysis. Industry collaboration and engagement will be incorporated through case studies. A focus on ethics and the societal implications of integrated marketing communication within a variety of national and international companies will enable students to become aware of their role and responsibility as future marketers and global citizen graduates. Lecture notes and other teaching material will be distributed through Moodle. Moodle will also serve as a space for topic discussion.

Assessment Strategy

The assessment strategy consists of a combination of formative and summative assessment. Students will be required to choose a case study on which to apply the theory of the module. They are required to develop a project proposal by week 3, which they will then proceed to research and write up by week 9, worth 20%. In week 11 the student will make a presentation including the application of their innovative ideas on the company's integrated marketing communication strategy, worth 10%. At the end of the semester they will sit a case study exam, worth 70%. Learners must achieve at least 40% in the module overall to meet the minimum learning outcomes and a pass mark.

Repeat Assessment Strategies

Where a student fails the module, a repeat exam opportunity will be provided in the Autumn sitting, in accordance with the Repeat Assessment Policy of the Faculty of Business and Hospitality. Assessment for the repeat opportunity will be determined by the internal examiner and will be an examination or other assessment deemed by the internal examiner to be equivalent to the original failed assessment in terms of demonstrating the student's ability to meet the required learning outcomes. Where necessitated, the repeat assessment may be provided in an alternative assessment format.

For further details please refer to TUS Academic Regulations for Taught Programmes.

Professional Body applicable to Placement Modules

Legal Requirements

Coursework & Continuous Assessment:		30 %		
Form	Title	Percent	Week (Indicative)	Learning Outcomes
Project	Written Report	20 %	Week 9	1,2,3,4,5
Project	Presentation	10 %	Week 11	4

End of Semester / Year Formal Exam:		70 %		
Form	Title	Percent	Week (Indicative)	Learning Outcomes
Open Book Exam	End of Semester Case Study	70 %	End of Semester	1,2,3,4

Full Time Average Weekly Workload:			6.00 Hours		
Type	Description	Location	Hours	Frequency	Weekly Avg
Lecture	Lecture	Flat Classroom	4	Weekly	4.00
Tutorial	Tutorial	Flat Classroom	2	Weekly	2.00
Independent Learning	Independent Learning	Not Specified	12	Weekly	12.00

Required Reading Book List

Clow, E., Baack, E., (2015). *Integrated Advertising, Promotion, and Marketing Communications, Global Edition*
ISBN 1292093633 ISBN-13 9781292093635

Tan, K., (2021). *Integrated Marketing Communications*.
ISBN 9798729208777

Kitchen, J., Tourky, E., (2022). *Integrated Marketing Communications*. Palgrave Macmillan.
ISBN 303076415X ISBN-13 9783030764159

Egan, J., (2020). *Marketing Communications*. SAGE Publications Limited.
ISBN 152644688X ISBN-13 9781526446886

Recommended Reading Book List

Leahy, R., Fenton, P., Barry, H., (2022). *Experiential Marketing*. Sage Publications Limited.
ISBN 1529742188 ISBN-13 9781529742183

Fill, C., Turnbull, S., (2019). *Marketing Communications*.
ISBN 1292234970 ISBN-13 9781292234977

de Pelsmacker, P., (2013). *Marketing Communications: A European Perspective* Pearson Education Limited.
ISBN 0273773224 ISBN-13 9780273773221

Journal Resources

- Harvard Business Review
- European Journal of Marketing
- International Journal of Scientific Research and Management
- International Journal of Advertising
- Journal of the Academy of Marketing Science
- Journal of Marketing
- Journal of Digital Marketing
- Journal of Interactive Marketing
- Irish Marketing Journal
- Irish Marketing Review
- McKinsey Quarterly

Online Resources

- <http://comreg.ie>
- <http://asai.ie>
- <http://bai.ie>
- <http://mediastreet.ie>
- <https://hubspot.com>
- <https://mii.ie>
- <https://digitalmarketinginstitute.com/en-ie/blog>
- <https://sethgodin.typepad.com>
- <http://marketingtoday.com>
- <http://marketingsherpa.com>

Other Resources

<http://www.ait.ie/life-at-ait/student-supports/academic-writing-centre>

Programme Membership

AL_BDMKG_8 202300 Bachelor of Business (Honours) in Digital Marketing
AL_BBLAW_8 202400 Bachelor of Business (Honours) in Business and Law
AL_BDIGM_8 202300 Bachelor of Business (Honours) in Digital Marketing
AL_BBSTD_B 202300 Bachelor of Business (Honours) in Business (add-on)
AL_BSTUD_B 202300 Bachelor of Business (Honours)
AL_BBLAW_8 202300 Bachelor of Business (Honours) in Business and Law

Full Title	Supply Chain Management		
Status	Uploaded to Banner	Start Term	202300
NFQ Level	08	ECTS Credits	10
Attendance	N/A %		
Module Code	BUS08059	Duration	Semester - (15 Weeks)
Grading Mode	Numeric/Percentage	Department	Business & Mgmt Studies
Module Author	Prof Marc Cashin		
Co Authors	Alison Sheridan		

Module Description

The module is designed to advance the students understanding of the structure, development, problems and potential of economic policy. In addition it aims to provide the student with some understanding of the impact of economic policy on citizens, consumers and public/private/voluntary organisations.

To provide the students with the theoretical background and knowledge which will enable them to analyse Global Logistics & Supply Chain Management and to understand the elements which require integration in order to ensure the successful management of Logistics & Supply Chain organisation.

To understand the major challenges and issues facing organisations developing and implementing supply chain strategies

To enable the students' to understand the contributions of a supply chain approach to organisational efficiency and effectiveness and to analyse the benefits that can accrue from implementing effective supply chain practices.

☰ Learning Outcomes *On completion of this module the learner will/should be able to;*

1. Appraise the complexities of supply chain management as it applies to a variety of logistics & supply chain businesses.
2. Demonstrate an understanding of advanced technologies and information technology in supply chain management & operations.
3. Demonstrate the linkage between the overall business aims and managing the strategic objectives of the supply chain.
4. Demonstrate understanding of Global Supply Chain Management, Risks and Alternative Solutions, Scenario Analysis

Indicative Syllabus

Logistics and Supply Chain Strategy

Logistics strategy, aligning strategies and differentiating strategies. Supply Chain definition and concepts; supply chain structure and tiering. Materials and information flow. Competing through logistics, order winning qualifiers

Materials Management Concepts

The supply chain concept; Materials management, supply chain management and logistics; Defining inventory; Inventory policies and influences; Inventory valuation and pricing; Inventory costs; Economic order Quantity (EOQ); Reducing inventory costs; Inventory management and control systems. Supply, and materials management concepts in the primary, secondary and tertiary sectors; Categorisation of resource needs - raw materials; MRO; capital goods; resale goods and services; Lean supply; achieving a lean supply chain.

Analysing Requirements

Main characteristics of specifications; Performance and conformance specifications; Specifying goods and services; Service level agreements (SLAs); Managing quality; Quality control and quality assurance; The customer service imperative. Capital and revenue purchasing techniques; Tendering procedures; EU Procurement Directives; Quotation analysis; e-Sourcing / e-Purchasing. The sourcing stages; The good supplier. Sourcing policy decision areas: Supplier appraisal / evaluation; Ethical sourcing and trading; The negotiation process; Introduction to commercial relationships;

Supplying Requirements

Standardisation and variety reduction; Value analysis and value engineering; Total acquisition cost (TAC); Methods of reducing TAC; Dependent and independent demand; Materials Requirements Planning; Enterprise Resource Planning; e-Purchasing models and benefits. Organising for effective purchasing; Centralisation and decentralisation; Ordering procedures – the purchasing cycle; relationships with internal and external customers; organisational and professional ethics. Vendor rating.

Supply Chain Planning and Control

Physical management of inventory; Determination of stockholding policy; Operation and location of stores facilities; Stock location, layout and internal movement of goods; Coding systems; Electronic communications in stores; Stocktaking procedures; Transport and transport systems; Physical distribution management (PDM). JIT and Lean product and facility design systems.

The Commercial Environment

Internal and external aspects; External factors impacting on purchasing and supply; Local versus global supply; Organisational purposes and objectives; Stakeholders in the economy; The evolution of professional purchasing; The Purchasing and Supply; The Value Chain concept; Purchasing and cost reduction; Purchasing and inter-functional relationships. The "5 Rights" fundamental objectives – to acquire the right quality of material, at the right time, in the right quantity, from the right source and at the right price.

The Competitive Environment

Understanding the competitive commercial environment; Demand and supply in a purchasing and supply context; Market structure and its impact on purchasing and supply decisions, including strategic options and elasticity; Barriers to entry and exit in an industry / market; Competition and regulation. Identification of threats and opportunities; Dealing with environmental threats and opportunities; Management of the commercial environment by organisations and purchasing and supply personnel.

Understanding the Global Supply Chain Environment

The global and local factors affecting a business; The tools available to analyse different dimensions of the business environment; Impact of technology; The effects of changes in the purchasing and supply environment; Purchasing and supply trends globally. Purchasing and organisational variables; purchasing and the product variables; The purchasing cycle; Purchasing procedures; The basis of a contract; Purchasing documentation and automation. The ethical role of the Purchasing Professional.

Teaching and Learning Strategy

A combination of both a 'student-centred' and 'team-based' learning approach will be adopted, with regard to the conceptual, theoretical, and methodological issues. Simulation exercises will be used, and case studies will form an integral part of the teaching approach. Autonomous and reflective learning will be actively encouraged and facilitated. Application of theory in class through group activity and class discussion and supporting video lectures.

Assessment Strategy

The student will be assessed as follows:

1. Team-based assignment/project (50%)
2. Individual Assignment. (20%)
3. Individual Case-Study based assignment (30%)

Repeat Assessment Strategies

Where a student fails the module, a repeat opportunity will be provided in the Autumn sitting, in accordance with the Repeat Assessment Policy of the Faculty of Business and Hospitality. Assessment for the repeat opportunity will be determined by the internal examiner and will be an examination or other assessment deemed by the internal examiner to be equivalent to the original failed assessment in terms of demonstrating the student's ability to meet the required learning outcomes. Where necessitated, the repeat assessment may be provided in an alternative assessment format.

Where the aggregate mark of the three assessment elements is below 40% resulting from non-contribution to the Team-based assignment, the student will be required to complete an equivalent Team-based assignment, to be submitted during the Autumn Repeat Assessment.

Repeat assessment will be determined by the failed element and/or based on the contribution to the Team-based assessment.

For further details please refer to TUS Academic Regulations for Taught Programmes

Professional Body applicable to Placement Modules**Legal Requirements**

Coursework & Continuous Assessment:		100 %		
Form	Title	Percent	Week (Indicative)	Learning Outcomes
Group Project	Team-based Assignment	50 %	Week 11	1,3,4
Assignment	Individual Assessment	30 %	Week 10	2,3
Closed Book Exam	Individual Assessment - Case Study based	20 %	Week 6	2

Full Time Average Weekly Workload:			6.00 Hours		
Type	Description	Location	Hours	Frequency	Weekly Avg
Lecture	Lecture	Lecture Theatre	6	Weekly	6.00
Independent Learning	Independent Learning	Not Specified	12	Weekly	12.00

Required Reading Book List

Kshetri, N., (2021). *Blockchain and Supply Chain Management* Elsevier.
ISBN 9780323899345 ISBN-13 032389934X

Mangan, J., Lalwani, C., Butcher, T., Javadpour, R., (2011). *Global Logistics and Supply Chain Management* Wiley.
ISBN 1119998840 ISBN-13 9781119998846

Sarkis, J., (2019). *Handbook on the Sustainable Supply Chain*.
ISBN 1786434261 ISBN-13 9781786434265

Myerson, P., (2012). *Lean Supply Chain and Logistics Management* McGraw Hill Professional.
ISBN 9780071766265 ISBN-13 007176626X

Christopher, M., (2011). *Logistics and Supply Chain Management* Ft Press.
ISBN 0273731122 ISBN-13 9780273731122

Harrison, A., van Hoek, I., (2011). *Logistics Management and Strategy*. Prentice Hall.
ISBN 0273730223 ISBN-13 9780273730224

Langley, C., Coyle, J., Novack, A., (2012). *Managing Supply Chains*. Thomson South-Western.
ISBN 111153392X ISBN-13 9781111533922

Lau, Y., , A., Acevedo, J., (2019). *Principles of Global Supply Chain Management* Anthem Studies in Supply Chain.
ISBN 1783089555 ISBN-13 9781783089550

Handfield, B., (2009). *Sourcing and Supply Chain Management* South Western Educational Publishing.
ISBN 0324381395 ISBN-13 9780324381399

Pagano, M., Liotine, M., (2019). *Technology in Supply Chain Management and Logistics*
ISBN 9780128159569 ISBN-13 0128159561

Recommended Reading Book List

Myerson, P., (2012). *Lean Supply Chain and Logistics Management* McGraw-Hill Professional.
ISBN 007176626X ISBN-13 9780071766265

Online Resources

www.forfas.ie
www.datamonitor.com

Other Resources


European Logistics & Supply Chain Digest
International Journal of Logistics & Supply Chain and Distribution Management
International Review of Logistics & Supply Chain, Distribution and Consumer Research
Journal of Logistics & Supply Chaining
Journal of Logistics & Supply Chaining and Consumer Services
Service Industries Journal
Logistics & Supply Chain News
Co-op Logistics & Supply Chain Review
Scottish Logistics & Supply Chain Review, Distributive Trades Index

Programme Membership

AL_BINTL_8 202300 Bachelor of Business (Honours) in International Business
AL_BBSTD_B 202300 Bachelor of Business (Honours) in Business (add-on)
AL_BSTUD_B 202300 Bachelor of Business (Honours)

Full Title	French 4.1		
Status	Uploaded to Banner	Start Term	202300
NFQ Level	08	ECTS Credits	05
Attendance	N/A %		
Module Code	FREN08008	Duration	Semester - (15 Weeks)
Grading Mode	Numeric/Percentage	Department	Business & Mgmt Studies
Module Author	Mairead Seery		
Co Authors	Imelda Cooke, Brigid Delamere, Alison Sheridan, Marguerite Shanley		

Module Description
The module consolidates the students' existing language skills and knowledge of the culture of French-speaking countries with particular emphasis on preparing students to communicate effectively in an international business environment. It broadly corresponds to Level B2 on the CEFR.

 Learning Outcomes <i>On completion of this module the learner will/should be able to;</i>
1. give clear, detailed descriptions and presentations on a range of subjects related to the business environment;
2. demonstrate understanding of straightforward factual texts related to business and culture;
3. produce clear texts on a range of subjects relating to business and culture;
4. plan a strategy for future, independent language learning.

Indicative Syllabus
Business correspondence Functional business skills (i.e. making / receiving enquiries, placing / confirming orders) Job applications and interviews Presentation skills in French-speaking countries Contemporary issues in international business in in French-speaking countries Intercultural awareness and business communication French grammar

Teaching and Learning Strategy
The teaching and learning strategies will be interactive, involving individual, group and pair work, promoting shared and autonomous learning, and compatible with the principles of Universal Design for Learning. The receptive (aural and reading comprehension) and expressive (oral and written production) language skills will be developed simultaneously. Students will be directed to further learning resources in the library and online. The University VLE (Moodle) will be used to support students in structured self-directed learning.

Assessment Strategy
All of the receptive (aural and reading comprehension) and expressive (oral and written production) language skills will be assessed by practical evaluation and portfolio. Students will produce a portfolio which they will build up on an ongoing basis in order to attain marks incrementally. Students will be encouraged to show drafts of their portfolio work both to their lecturer and their peers, allowing them to receive formative feedback before they submit the final portfolio. The portfolio can be multi-modal, enabling students to demonstrate their language skills in written, audio and video format.

Repeat Assessment Strategies

Students will submit a portfolio of work where they show evidence that the learning outcomes have been achieved.

Where a student fails the module, a repeat opportunity will be provided in the Autumn sitting, in accordance with the Repeat Assessment Policy of the Faculty of Business and Hospitality. Assessment for the repeat opportunity will be determined by the internal examiner and will be an examination or other assessment deemed by the internal examiner to be equivalent to the original failed assessment in terms of demonstrating the student's ability to meet the required learning outcomes. Where necessitated, the repeat assessment may be provided in an alternative assessment format. For further details please refer to TUS Academic Regulations for Taught Programmes.

Professional Body applicable to Placement Modules

Legal Requirements

Coursework & Continuous Assessment:		100 %		
Form	Title	Percent	Week (Indicative)	Learning Outcomes
Individual Project	Portfolio	100 %	Week 12	1,2,3,4

Full Time Average Weekly Workload:			4.00 Hours		
Type	Description	Location	Hours	Frequency	Weekly Avg
Tutorial	Tutorial	Flat Classroom	3	Weekly	3.00
Practical	Practical	Computer Laboratory	1	Weekly	1.00
Independent Learning	Independent Learning	Not Specified	5	Weekly	5.00

Recommended Reading Book List

Penfornis, J., *Affaires.com - Niveau avancé (B2-C1) - Livre de l'ive + DVD*. 3rd Edition. Clé International.

Michle, J., (2019). *Grammaire progressive du français*. ISBN 2090381981 ISBN-13 9782090381986

Michle, J., (2019). *Grammaire progressive du français : B1-B2 avancé*. ISBN 2090381973 ISBN-13 9782090381979

Oxford University, (2010). *Oxford Essential French dictionary*. 1st Edition. Oxford University Press.

Journal Resources

Journal Resources

French Cultural Studies
 French Politics Culture and Society
 Modern and Contemporary France

Online Resources

Agence France Presse <https://www.youtube.com/c/Agence-FrancePresse-AFP/channels>

Linguee dictionary <https://www.linguee.com/english-french/>


Organisation Internationale de la Francophonie <https://www.youtube.com/c/OIFrancophonie/videos> and http://observatoire.francophonie.org/ressources/?q=&res=t&txt=&chk_74=on

Programme Membership

AL_BLAWS_8 202300 Bachelor of Laws (Honours) in Law
 AL_BSTUD_B 202300 Bachelor of Business (Honours)
 AL_BINTL_8 202300 Bachelor of Business (Honours) in International Business
 AL_BBSTD_B 202300 Bachelor of Business (Honours) in Business (add-on)

Full Title	Spanish 4.1		
Status	Uploaded to Banner	Start Term	202300
NFQ Level	08	ECTS Credits	05
Attendance	N/A %		
Module Code	SPAN08022	Duration	Semester - (15 Weeks)
Grading Mode	Numeric/Percentage	Department	Business & Mgmt Studies
Module Author	Doireann O'Callaghan		
Co Authors	Geraldine Ward, Elsie Burgoyne, Alison Sheridan		

Module Description
The module consolidates the students' existing language skills and knowledge of the culture of Spanish-speaking countries with particular emphasis on preparing students to communicate effectively in an international business environment.

 Learning Outcomes <i>On completion of this module the learner will/should be able to;</i>
1. give clear, detailed descriptions and presentations on a range of subjects related to the business environment;
2. demonstrate understanding of straightforward factual texts related to business and culture;
3. produce clear texts on a range of subjects relating to business and culture;
4. plan a strategy for future, independent language learning.

Indicative Syllabus
<p>Business correspondence.</p> <p>Functional business skills (i.e. making/receiving enquiries, placing/confirming orders).</p> <p>Job applications and interviews.</p> <p>Presentation skills in countries where Spanish is spoken.</p> <p>Contemporary issues in international business in countries where Spanish is spoken.</p> <p>Intercultural awareness and business communication.</p> <p>Spanish grammar.</p>

Teaching and Learning Strategy
<p>The teaching and learning strategies will be interactive, involving individual, group and pair work, promoting shared and autonomous learning, and compatible with the principles of Universal Design for Learning.</p> <p>The receptive (aural and reading comprehension) and expressive (oral and written production) language skills will be developed simultaneously.</p> <p>Students will be directed to further learning resources both in the library and online. The University VLE (Moodle) will be used to support students in structured self-directed learning.</p>

Assessment Strategy
<p>All of the receptive (aural and reading comprehension) and expressive (oral and written production) language skills will be assessed by practical evaluation and portfolio.</p> <p>Students will produce a portfolio which they will build up on an ongoing basis in order to attain marks incrementally. Students will be encouraged to show drafts of their portfolio work both to their lecturer and their peers, allowing them to receive formative feedback before they submit the final portfolio. The portfolio can be multi-modal, enabling students to demonstrate their language skills in written, audio and video format.</p>

Repeat Assessment Strategies

Students will submit a portfolio of work where they show evidence that the learning outcomes have been achieved.

Where a student fails the module, a repeat opportunity will be provided in the Autumn sitting, in accordance with the Repeat Assessment Policy of the Faculty of Business and Hospitality. Assessment for the repeat opportunity will be determined by the internal examiner and will be an examination or other assessment deemed by the internal examiner to be equivalent to the original failed assessment in terms of demonstrating the student's ability to meet the required learning outcomes. Where necessitated, the repeat assessment may be provided in an alternative assessment format.

For further details please refer to TUS Academic Regulations for Taught Programmes.

Professional Body applicable to Placement Modules

Legal Requirements

Coursework & Continuous Assessment:		100 %		
Form	Title	Percent	Week (Indicative)	Learning Outcomes
Individual Project	Portfolio	100 %	Week 12	1,2,3,4

Full Time Average Weekly Workload:			4.00 Hours		
Type	Description	Location	Hours	Frequency	Weekly Avg
Tutorial	Tutorial	Flat Classroom	3	Weekly	3.00
Practical	Practical	Language Labs	1	Weekly	1.00
Independent Learning	Independent Learning	Not Specified	5	Weekly	5.00

Required Reading Book List

Mastery, L., (2019). *Business Spanish: Learn Conversational Spanish For Business Professionals*
ISBN 1951949021 ISBN-13 9781951949020

Higgins, E., (2020). *Español en Accin*. 2nd Edition. Folens.

Fenton, M., (2020). *Venga!*. 1st Edition. Edco.

Recommended Reading Book List

Klett Sprachen GmbH, (2022). *Con gusto nuevo B2*. 1st Edition. Klett Sprachen GmbH.
ISBN 3125146887 ISBN-13 9783125146884

Cuesta-Castao, A., (2020). *Exam Skills Spanish*. First Edition. Mentor Books.

Eva, R., (2021). *Nos Vemos Hoy 2*. 1st Edition. Difusión Centro de Investigación y Publicaciones de Idiomas S.L..
ISBN 3125154278 ISBN-13 9783125154278

Lloret, E., (2021). *Nos Vemos Hoy 2*. 1st Edition. Difusion Centro de Investigacion y Publicaciones de Idiomas S.L..
ISBN 841862521X ISBN-13 9788418625213

Martin, R., (2017). *Pasos 2*. 4th Edition. John Murray Language.
ISBN 1473664098 ISBN-13 9781473664098

Rachel, C., (2019). *Viva! 3 Rojo*. 2nd Edition. Pearson Education.
ISBN 1292290501 ISBN-13 9781292290508

McLachlan, A., (2019). *Viva! 3 Verde*. 2nd Edition. Pearson Education.
ISBN 129229051X ISBN-13 9781292290515

Fenton, M., (2020). *Qu Pasa? 2*. 2nd Edition. Edco.

Online Resources

Spanish 4.1 Moodle Page with video clips, class notes, interactive exercises, quizzes, etc.

- <http://www.bbc.co.uk/languages/spanish/>
- <http://www.spanishdict.com/>
- www.videoele.com
- EXTRA en español
- Coffee Break Spanish To Go

Other Resources

<https://www.duolingo.com/course/es/en/Learn-Spanish>

Programme Membership

AL_BLAWS_8 202300 Bachelor of Laws (Honours) in Law

AL_BSTUD_B 202300 Bachelor of Business (Honours)

AL_BINTL_8 202300 Bachelor of Business (Honours) in International Business

AL_BBSTD_B 202300 Bachelor of Business (Honours) in Business (add-on)

Full Title	German 4.1		
Status	Uploaded to Banner	Start Term	202300
NFQ Level	08	ECTS Credits	05
Attendance	N/A %		
Module Code	GERM08021	Duration	Semester - (15 Weeks)
Grading Mode	Numeric/Percentage	Department	Business & Mgmt Studies
Module Author	Audrey O'Beirne-Cleary		
Co Authors	Mairead Seery, Eimear Kelly, Doireann O'Callaghan, Alison Sheridan, Marguerite Shanley		

Module Description

The module consolidates the students' existing language skills and knowledge of the culture of German-speaking countries with particular emphasis on preparing students to communicate effectively in an international business environment.

Learning Outcomes *On completion of this module the learner will/should be able to;*

1. give clear, detailed descriptions and presentations on a range of subjects related to the business environment;
2. demonstrate understanding of straightforward factual texts related to business and culture;
3. produce clear texts on a range of subjects relating to business and culture;
4. plan a strategy for future, independent language learning.

Indicative Syllabus

Business correspondence
 Functional business skills (i.e. making / receiving enquiries, placing / confirming orders)
 Job applications and interviews
 Presentation skills in the target language countries
 Contemporary issues in international business in German-speaking countries
 Intercultural awareness and business communication
 German Grammar

Teaching and Learning Strategy

The teaching and learning strategies will be interactive, involving individual, group and pair work, promoting shared and autonomous learning and compatible with the principles of Universal Design for Learning.

The receptive (aural and reading comprehension) and expressive (oral and written production) language skills will be developed simultaneously.

Students will be directed to further learning resources in the library and online.

The University VLE (Moodle) will be used to support students in structured self-directed learning.

Assessment Strategy

All of the receptive (aural and reading comprehension) and expressive (oral and written production) language skills will be assessed by practical evaluation and portfolio.

Students will produce a portfolio which they will build up on an ongoing basis in order to attain marks incrementally. Students will be encouraged to show drafts of their portfolio work both to their lecturer and their peers, allowing them to receive formative feedback before they submit the final portfolio. The portfolio can be multi-modal, enabling students to demonstrate their language skills in written, audio and video format.

Repeat Assessment Strategies

Students will submit a portfolio of work where they show evidence that the learning outcomes have been achieved.

Where a student fails the module, a repeat opportunity will be provided in the Autumn sitting, in accordance with the Repeat Assessment Policy of the Faculty of Business and Hospitality. Assessment for the repeat opportunity will be determined by the internal examiner and will be an examination or other assessment deemed by the internal examiner to be equivalent to the original failed assessment in terms of demonstrating the student's ability to meet the required learning outcomes. Where necessitated, the repeat assessment may be provided in an alternative assessment format. For further details please refer to TUS Academic Regulations for Taught Programmes.

Professional Body applicable to Placement Modules

Legal Requirements

Coursework & Continuous Assessment:		100 %		
Form	Title	Percent	Week (Indicative)	Learning Outcomes
Individual Project	Portfolio	100 %	Week 12	1,2,3,4

Full Time Average Weekly Workload:			4.00 Hours		
Type	Description	Location	Hours	Frequency	Weekly Avg
Practical	Practical	Computer Laboratory	1	Weekly	1.00
Tutorial	Tutorial	Flat Classroom	3	Weekly	3.00
Independent Learning	Independent Learning	Not Specified	5	Weekly	5.00

Required Reading Book List

Durrell, M., (2021). *Hammer's German Grammar and Usage* Routledge.
ISBN 0367150263 ISBN-13 9780367150266

Birgit, S., *Mittelpunkt neu*. first edition. Ernst Klett Sprachen.

James, D., *Oral German*. 2020-2025 Edition. CJ Fallon.

Online Resources

<https://www.goethe.de/en/spr/ueb.html>

<https://www.pons.com/translate>

<https://www.aufgaben.schubert-verlag.de>

<https://www.lingorilla.com>

<https://www.leo.org/german-english/>

<https://www.learning-german-online.net/business>

<https://www.audio-lingua.eu/?lang=de>

Programme Membership

AL_BSTUD_B 202300 Bachelor of Business (Honours)

AL_BINTL_8 202300 Bachelor of Business (Honours) in International Business

AL_BBSTD_B 202300 Bachelor of Business (Honours) in Business (add-on)

Full Title	Financial Management 4B		
Status	Uploaded to Banner	Start Term	202300
NFQ Level	08	ECTS Credits	05
Attendance	N/A %		
Module Code	FIN08012	Duration	Semester - (15 Weeks)
Grading Mode	Numeric/Percentage	Department	Business & Mgmt Studies
Module Author	Paul Prendergast		
Co Authors	Alison Sheridan		

Module Description

The module aims to develop students' ability to critically evaluate financial theory, and apply financial management concepts appropriately to modern complex business situations

Learning Outcomes *On completion of this module the learner will/should be able to;*

1. demonstrate an appreciation of the usefulness & shortcomings of modern global financial theories, models, and the use of modern data collation
2. evaluate, select & apply appropriate treasury-management and investment decision-making scenarios, in an ethical manner appropriate to all stakeholders.
3. appraise corporate expansion proposals, and determine the likely impact of finance-choice on EPS, share price, financial risk and long-term ethical sustainability.
4. analyse and synthesise the modern changing competitive international business environment (Political, Cultural & Sustainability issues) in order to formulate financial planning and control.

Indicative Syllabus
1. Sources of Finance

Determination of the appropriateness of internal and external sources of finance including Internet shadow-banking/crowdsourcing in various scenarios. Impact of debt on companies & study of the bond market (Yield to redemption, Value calculations & developments such as green bonds). Overtrading and working capital management analyses and advice for managers.

2. Market Theory

The efficient market hypothesis (EMH) including behavioural issues such as the over-reaction theory. Dividend policy: M&M and traditional theories and practice.

3. Company Valuation

Theoretical methods of corporate valuation and practical application (Discounted cash flow, PE & EBITDA-multiple and net asset valuation techniques).

4. Growth & Reorganisation.

Amalgamations, mergers and takeovers. Forecasting performance: EPS & share values, related corporate fund-raising through debt and equity, & impact on other diverse stakeholders. .

5. Emerging Global Trends & Corporate Activity

Changes in Financial Management due to evolving issues such as an ethical digital mindset, Economic Political Cultural and Climactical developments, Fin-Tech and Data Analytics, The course will also follow corporate announcements (impacts of inflation and interest rate changes), and related issues in the media.

Teaching and Learning Strategy

Topics will be introduced by the lecturer giving examples from current business news. Vevox polling will be used to get students initial views on issues before, and more specific views after examining subject topics. Narrative issues will also be dealt with by class discussions. Case studies involving numerical calculations will be first demonstrated by the lecturer, while students will then attempt a second case dealing with a similar issue. Some cases have been redesigned with multiple-choice questions and a US SAT marking scheme, so students gain feedback on their performance and progress. A guest lecturer (often an ex-TUS graduate working in an international area) will give a guest lecture, sometimes via Zoom. Notes will be available for download and are necessary for class, while the course is clearly linked to the main text. As a project-like question on real corporate events relevant to the module will be part of the exam, corporate news will be examined in class as well as by self-directed learning (each student will be allocated a stock market listed company to especially focus on, and some web links will be specified). A tutorial will be available for students that find class difficult, which will mainly deal with the numerical aspects of cases similar to those done earlier in class.

Assessment Strategy

Formative Assessment cases will be examined both in class and as homework assignments. Many cases have U.S. SAT-style marking scheme, enabling students to get feedback on their performance and progress.

A one-hour summative multiple-choice assessment measuring mainly-quantitative skills as per the learning objectives, will take place in week six.

The end of semester exam, representing 80% of the total marks, will require demonstration of quantitative skills and qualitative skills, and cover all learning objectives.

A project-like question referring to real-world events relative to the module will appear on the end-of semester exam. This encourages self-regulated learning by students to keep-up with international media coverage of issues in corporate finance.

Repeat Assessment Strategies

Where a student fails the module, a repeat opportunity will be provided in the Autumn sitting, in accordance with the Repeat Assessment Policy of the Faculty of Business and Hospitality. Assessment for the repeat opportunity will be determined by the internal examiner and will be an examination or other assessment deemed by the internal examiner to be equivalent to the original failed assessment in terms of demonstrating the student's ability to meet the required learning outcomes. Where necessitated, the repeat assessment may be provided in an alternative assessment format. The mid-term C.A. will be in both numeric and narrative format. The end of semester exam, and the repeat exam cover all learning outcomes and cover both numerical and narrative questions. For further details please refer to TUS Academic Regulations for Taught Programmes.

Professional Body applicable to Placement Modules**Legal Requirements**

Coursework & Continuous Assessment:		20 %		
Form	Title	Percent	Week (Indicative)	Learning Outcomes
Multiple Choice	Multiple Choice class questions with marking scheme	0 %	Week 2	2
Multiple Choice	Multiple-choice Assessment	20 %	Week 6	2,3
Assignment	Business Cases requiring analyses, and then student commentary/report	0 %	Week 8	

End of Semester / Year Formal Exam:		80 %		
Form	Title	Percent	Week (Indicative)	Learning Outcomes
Closed Book Exam	Final Exam Answer 3 of 4 questions numerical and narrative	80 %	End of Semester	1,2,3,4

Full Time Average Weekly Workload:			3.00 Hours		
Type	Description	Location	Hours	Frequency	Weekly Avg
Lecture	Introduction to topic	Lecture Theatre	1	Weekly	1.00
Practical	Practical	Lecture Theatre	2	Weekly	2.00
Independent Learning	Independent Learning	Not Specified	6	Weekly	6.00

Required Reading Book List

Bodie, Z., Kane, A., Marcus, J., (2021). *Essentials of Investments*
ISBN 1260772160 ISBN-13 9781260772166

Ward, A., (2020). *FINANCE*.
ISBN 191235036X ISBN-13 9781912350360

Power, T., *Financial Management*. 3rd Edition. Gill & Macmillan.

Thompson, S., (2019). *Principles and Practice of Green Finance* Kogan Page.
ISBN 1789664543 ISBN-13 9781789664546

Recommended Reading Book List

Atrill, P., McLaney, E J., (2021). *Accounting and Finance for Non-Specialists*
ISBN 129233469X ISBN-13 9781292334691

Watson, D., Head, A., (2019). *Corporate Finance*.
ISBN 1292244313 ISBN-13 9781292244310

Pike, H., Neale, B., Accounting, S., (2018). *Corporate Finance and Investment*
ISBN 1292208546 ISBN-13 9781292208541

Journal Resources

Financial Management, Journal of the Chartered Institute of Management Accountants

[FM | Financial Management magazine \(fm-magazine.com\)](#)

The Economist

[Journal of Accounting Research - Wiley Online Library](#)

[International Journal of Financial Management and Economics \(theeconomicsjournal.com\)](#)International Journal of Financial Management and Economics (theeconomicsjournal.com)

Management Accounting Research. Peer-reviewed international academic journal.

[JMAR | Management Accounting Research | Journal | ScienceDirect.com by Elsevier](#)

Irish Accounting, Finance and Governance Review. Peer-reviewed Irish research.

[Irish Accounting and Financial Association The Accounting Finance & Governance Review \(iafa.ie\)](#)

British Accounting Review. Peer-reviewed research journal

[BAR | The British Accounting Review | Journal | ScienceDirect.com by Elsevier](#)

Online Resources

[Financial Times \(ft.com\)](#) (Free live TUS student access)

[Business News | Latest Breaking Stories & Headlines | RTÉ \(rte.ie\)](#)

[Google Finance - Stock Market Prices, Real-time Quotes & Business News](#)

[Bloomberg.com](#)

[Business News | Latest News Stories | The Irish Times](#)

[Stock Market Data - Dow Jones, Nasdaq, S&P 500 - CNNMoney](#)

[OER Index - Business & Hospitality | TUS Library: Midlands \(ait.ie\)](#) Online books through TUS midlands library

[Athlone IT EzProxy \(ait.ie\)](#) (Proquest through TUS midlands library covering academic research papers)

<https://www.investopedia.com/>

<http://www.gillmacmillan.ie/accounting-finance>

E.U. Green Bonds Information

https://ec.europa.eu/commission/presscorner/detail/en/qanda_21_3406

European Central Bank Interest Rate Information

<https://www.ecb.europa.eu/home/html/index.en.html>

Irish sustainability in the Financial area

<https://sfskillnet.sustainablefinance.ie/about/>

Other Resources

Economist magazine

Sunday Business newspaper

Library 657 area and general business.

Note, Investor Services is the usual link under a company website, to see the Annual Report, Income Statement, profit forecasts etc.

Additional Information

The teaching strategy will include the delivery of lectures, class demonstrations, the provisioning of an active-learning environment, providing a notes manual, facilitating class discussions, & providing additional information on moodle (web). Students will benefit from attending lectures, raising questions in class, taking part in class discussions, reading more widely than just the notes (e.g. text book, Financial Times etc.), and by contacting the lecturer about specific problems.

Programme Membership

Full Title	Professional Skills & Personal Development		
Status	Uploaded to Banner	Start Term	202300
NFQ Level	08	ECTS Credits	05
Attendance	N/A %		
Module Code	PDEV08004	Duration	Semester - (15 Weeks)
Grading Mode	Numeric/Percentage	Department	Business & Mgmt Studies
Module Author	Claire Shaw		
Co Authors	Alison Sheridan, Imelda Fallon, Stephanie Duffy		

Module Description

This module will give the student an understanding of how to identify a career path, affording them the opportunity to reflect on their strengths and career aspirations and how to pro-actively manage their future career. The module also supports the student to develop professional behaviours and capabilities that underpin lifelong learning to prepare them for a lifetime of employability.

Learning Outcomes *On completion of this module the learner will/should be able to;*

1. Integrate and synthesise past learning and work experience to identify career interests and opportunities.
2. Reflect on and demonstrate self-confidence and self-awareness with particular emphasis on developing a personal and professional brand.
3. Develop an in-depth appreciation of professionalism in the contemporary global workplace in relation to inclusion, accountability, responsibility, ethical and reflective practice.
4. Apply a range of interpersonal oral and written communication skills to collaborate confidently and effectively in a professional working environment.
5. Design a personal professional career portfolio and demonstrate competence in effective presentation, job search and interviewing skills.

Indicative Syllabus

Self Awareness:

Personal Development Needs:

- Identification of current position and building a future career development plan
- Identification of ways to recognise future business and career opportunities
- Professional network-building

Self-Awareness and-Self Development

- - Myers Briggs Personality Type
- - Reflective Practices

Equality, diversity and inclusion:

- The importance of equality, diversity and inclusion in your personal and professional life

Ethical principles that guide personal and professional decision making

Employability Competencies - Professionalism in the workplace:

- Gaining an understanding of employer's expectations
- Establishment of an awareness of business etiquette
- Delivery of professional report and email-writing
- Confidence-building exercises
- The hidden job market

Discipline Knowledge: Application of academic knowledge:

- Reflection on modules completed in prior years and the development and relationship of these to the workplace

Internationalisation - The Global Graduate

- Diversity awareness
- Environmental awareness
- Culture – application of knowledge, awareness and values involved in being a global graduate

Employability Competencies: Preparation and delivery of group presentation:

- Work together as part of a team
- Understanding your role in the team
- Understanding your own leadership style

Teaching and Learning Strategy

Teaching and learning strategy will include interactive lectures, in-class discussion, tutorials, domestic and international case-studies, group learning, independent learning and practical elements. The course will start off by exploring careers paths of interest and students will build on this throughout the module through independent learning and network-building. Students will reflect on and report periodically on their learnings inside class as well as independent learning through observations, readings and online material.

Assessment Strategy

Assessment will be on-going throughout the module via formative and summative assessment and will be entirely by continuous assessment. Assessments will be linked to skill development and include presentation skills, interview competence, career development activities, influencing skills and team work. Formative assessment will include regular feedback to students from the lecturer along with peer feedback. Summative assessment will be a combination of written reports, projects, presentations and mock interviews.

Repeat Assessment Strategies

Where a student fails the module, a repeat exam opportunity will be provided in the Autumn sitting, in accordance with the Repeat Assessment Policy of the Faculty of Business and Hospitality. Assessment for the repeat opportunity will be determined by the internal examiner and will be an examination or other assessment deemed by the internal examiner to be equivalent to the original failed assessment in terms of demonstrating the student's ability to meet the required learning outcomes. Where necessitated, the repeat assessment may be provided in an alternative assessment format.

For further details please refer to TUS Academic Regulations for Taught Programmes.

Professional Body applicable to Placement Modules

Legal Requirements

Coursework & Continuous Assessment:		100 %		
Form	Title	Percent	Week (Indicative)	Learning Outcomes
Assessment	Continuous Assessment	50 %	OnGoing	1,2,3,4,5
Interview	Mock Interview	20 %	Week 6	5
Written Report	Reflective Portfolio	30 %	End of Semester	1,2,3,4,5

Full Time Average Weekly Workload:			4.00 Hours		
Type	Description	Location	Hours	Frequency	Weekly Avg
Lecture	Lecture	Flat Classroom	2	Weekly	2.00
Practical	Practical	Flat Classroom	2	Weekly	2.00
Independent Learning	Independent Learning	Not Specified	5	Weekly	5.00

Required Reading Book List

Gallagher, K., (2022). *Essential Study and Employment Skills for Business and Management Students* Oxford University Press.
ISBN 9780198809883 ISBN-13 0198809883

Recommended Reading Book List

Whetten, A., Cameron, S., (2015). *Developing Management Skills, Global Edition*.
ISBN 1292097485 ISBN-13 9781292097480

Neugebauer, J., Evans-Brain, J., (2016). *Employability*. SAGE.
ISBN 9781473984998 ISBN-13 1473984998

Baruch, Y., (2022). *Managing Careers and Employability*. Sage Publications Limited.
ISBN 1529751853 ISBN-13 9781529751857

Dowson, P., (2015). *Personal and Professional Development for Business Students* Sage Publications Limited.
ISBN 1446282201 ISBN-13 9781446282205

Non ISBN Literary Resources

Online Books

Business Communication for Success <https://open.umn.edu/opentextbooks/textbooks/business-communication-for-success>

Introduction to Professional Communication <https://collection.bccampus.ca/textbooks/introduction-to-professional-communications-bccampus-188/>

Advanced Professional Communication <https://ecampusontario.pressbooks.pub/ilsadvcomm/>

Journal Resources

Journal of Career Development

Harvard Business Review

Online Resources

<https://careersportal.ie/>

<https://gradireland.com/>

<https://www.ted.com/topics/personal+growth>

Programme Membership

AL_BBSTD_B 202300 Bachelor of Business (Honours) in Business (add-on)

AL_BACFP_8 202300 Bachelor of Arts (Honours) in Accounting with Finance and Placement


AL_BSTUD_B 202300 Bachelor of Business (Honours)

AL_BACCO_H08 202500 Bachelor of Arts (Honours) in Accounting and Finance

AL_BACCF_8 202300 Bachelor of Arts (Honours) in Accounting with Finance

Full Title	Business Capstone Project		
Status	Uploaded to Banner	Start Term	202300
NFQ Level	08	ECTS Credits	10
Attendance	N/A %		
Module Code	BUS08051	Duration	Semester - (15 Weeks)
Grading Mode	Numeric/Percentage	Department	Business & Mgmt Studies
Module Author	Mr Brian Toolan		
Co Authors	Alison Sheridan, Prof Marc Cashin, William Meaney, David Holland, Brendan McLarney		

Module Description
<p>This is a challenging, complex, real-time, business problem-solving group exercise. It involves final year students undertaking original research and producing alternative solutions, under academic supervision, of client companies and issues that client companies have identified as being of importance to their business success.</p> <p>Client companies outline their requirements and are then matched with students of the University. Working closely with clients, the students are expected to investigate, research and provide world-class practical suggestions that they must justify in an open forum.</p> <p>Students, from a varied cultural, experience and skills background are expected to produce excellent analysis in a 5,000 word minimum report and their open forum presentation.</p>

 Learning Outcomes <i>On completion of this module the learner will/should be able to;</i>
1. Work effectively as part of a multicultural, multi-skilled team that produces practical solutions.
2. Perform original business research on an agreed or identified business challenge or opportunity. Be able to source, prioritise and assess secondary data for its validity, reliability and objectivity.
3. Demonstrate business acumen and practical business intelligence.
4. Communicate and inspire business professionals.
5. Develop presentation skills using appropriate tools to a professional standard to showcase the students research.

Indicative Syllabus
<p>Content will depend on client company requirements and Industry conditions but will include generic topics below:</p> <p>Business planning and strategy formulation.</p> <p>Advanced presentation skills.</p> <p>Business and market research, including customer and competitor analysis and sourcing strategic partners such as alternative suppliers, distributors and retailers.</p> <p>Practical application workshops - consideration of specific technical, economic and legal conditions of client's industry.</p>

Teaching and Learning Strategy
<p>Students will choose project from range of pitches made by client companies.</p> <p>Team briefing, workshops, lectures and advisory meetings.</p> <p>Students receive briefing from client prior to commencement of project and receive ongoing regular feedback from academic supervisors. They are expected to engage in discussion around examples with which they are familiar. The priority is encouraging new ways of problem-solving and information gathering and defining parameters of business scenarios. The approach is designed to empower and enable students as a group, to take control of their own teaching and entrepreneurial learning journey.</p>

Assessment Strategy

Team member peer reviews. (Assessment 5)

Evidence of in-depth engagement with primary and secondary sources. (Assessment 4)

Extent of the engagement by the student in researching, both primary and secondary sources. (Assessments 1, 4 & 5)

The logic, practicality and stringency of the strategic and/or operational analysis and solutions. (Assessment 2 & 3)

Demonstration of understanding of what the key goal of their project was and why their work is important. (Assessments 1 & 4)

Ability to devise and implement a research methodology - originality of conception and analysis of primary source engagement, structure and focus, quality of argument and expression, range of knowledge. (Assessments 1 & 4)

Ability to effectively communicate results - including the presentation of data in a clear manner that supports their conclusions. (Assessment 3)

Ability to communicate findings by oral or poster presentation. (Assessments 2 & 3)

Writing (writing style and general formatting, referencing) (Assessments 2, 3 & 4)

Repeat Assessment Strategies

Representation and submission of business plan strategy.

Where a student fails the module, a repeat opportunity will be provided in the Autumn sitting, in accordance with the Repeat Assessment Policy of the Faculty of Business and Hospitality. Assessment for the repeat opportunity will be determined by the internal examiner and will be an examination or other assessment deemed by the internal examiner to be equivalent to the original failed assessment in terms of demonstrating the student's ability to meet the required learning outcomes. Where necessitated, the repeat assessment may be provided in an alternative assessment format. For further details please refer to TUS Academic Regulations for Taught Programmes.

Professional Body applicable to Placement Modules

Legal Requirements

Confidential disclosure agreement.

Coursework & Continuous Assessment:		100 %		
Form	Title	Percent	Week (Indicative)	Learning Outcomes
Assignment	Weekly diary / Reflective Report	15 %	Week 10	1
Essay	Group Academic & Business Report	40 %	Week 13	3,4,5
Performance Evaluation	Stakeholder/Sponsor Presentation	20 %	Week 12	3,4,5
Essay	Business research	15 %	Week 8	1,2
Performance Evaluation	Peer Review	10 %	Week 9	1,4

Full Time Average Weekly Workload:			6.00 Hours		
Type	Description	Location	Hours	Frequency	Weekly Avg
Tutorial	Tutorial	Flat Classroom	2	Weekly	2.00
Practical	Practical	Flat Classroom	3	Weekly	3.00
Independent Learning	Independent Learning	Library	12	Weekly	12.00
Lecture	Lecture	Not Specified	1	Weekly	1.00

Required Reading Book List

Osterwalder, A., Pigneur, Y., (2010). *Business Model Generation*. John Wiley & Sons.
ISBN 9780470876411 ISBN-13 0470876417

Porter, E., *Competitive Strategy*. Free Press.
ISBN 0684841487 ISBN-13 9780684841489

, ., Thornhill, A., Lewis, P., (2019). *Research Methods for Business Students*
ISBN 1292208783 ISBN-13 9781292208787

Non ISBN Literary Resources

Journal Resources

Irish Marketing Journal
Irish Marketing Review
Journal of Consumer Marketing
Journal of Consumer research
Journal of Digital Marketing
Journal of Marketing
McKinsey Quarterly

Online Resources

Steps in doing a capstone paper or project - <https://libguides.webster.edu/capstone>
What is a capstone project? And why is it important?By Stephanie L. Updated January 14, 2022
<https://www.topuniversities.com/student-info/careers-advice-articles/what-capstone-project-why-it-important>
What is a Capstone Project? An Informative Guide (2021) Isha Upadhyay Author 30 Nov 2020
<https://www.jigsawacademy.com/blogs/product-management/what-is-a-capstone-project/>
<https://www.cso.ie> Market and Industry information
<https://www.centralbank.ie> Financial information
<https://www.intertradeireland.com> SME cross-border support
<https://www.enterprise.ie> Government supports
<https://www.localenterprise.ie> County based local government supports

Programme Membership

AL_BBSTD_B 202300 Bachelor of Business (Honours) in Business (add-on)
AL_BSTUD_B 202300 Bachelor of Business (Honours)

Full Title	Applied Strategic Marketing		
Status	Uploaded to Banner	Start Term	202300
NFQ Level	08	ECTS Credits	05
Attendance	N/A %		
Module Code	MKTG08024	Duration	Semester - (15 Weeks)
Grading Mode	Numeric/Percentage	Department	Business & Mgmt Studies
Module Author	Mr Brian Toolan		
Co Authors	Alison Sheridan		

Module Description

This module develops and applies the student's marketing knowledge to honours degree level. It enables the student to develop plans for organisations which optimise resources to maximise returns in a way which aims to achieve sustainable competitive advantage. Applied Strategic Marketing includes all the basic and long term marketing activities, which include:

- Analysing the business environment, opportunities available and identify threats; and
- Analysing available resources, unique competences and likely future developments to formulate, evaluate and select best-fit options and decisions to meet the objectives of the business organisation.

Learning Outcomes *On completion of this module the learner will/should be able to;*

1. Formulate a marketing plan for a real business.
2. Carry out original market research.
3. Construct creative marketing programmes, themes and platforms.
4. Present a marketing strategy in a constructive and persuasive manner.

Indicative Syllabus

1. Strategic Marketing

- The concept of strategic marketing.
- Internal capability and vulnerability, marketing tactics, integration of marketing and manufacturing operations.
- Development and implementation of strategic alternatives.
- Generic competitive strategies.

2. Consumer Behaviour and Analysis of Consumer Markets

- Market, competitor, industry and business environment analysis.
- Group aspects of behaviour, culture, class and group influences.
- Strategic implications.

3. Marketing and the Future

- Demographic changes, ecological awareness, affluence, "poverty of time".
- The information revolution and the transformation of marketing principals and practices.
- Problems associated with consumer loyalties and the innovation era.
- Opportunity analysis

4. Internet Strategy

- Making contact with existing and potential customers.
- Customer specific information.
- Customer support and servicing.
- The capability to create strategic change.
- Considerations which currently appear to separate success and failure.

5. Case Studies

- Real-life marketing situations will be explored through the use of case study material and original desk top and group primary research.

Teaching and Learning Strategy

Students will be assisted by traditional lectures which develop topics already familiar to them to an honours degree level. These will become more interactive in nature as the semester progresses. Students will benefit from constant references to contemporary examples to illuminate the material. Students receive notes via moodle system prior to class. They are expected to engage in discussion around examples with which they are familiar.

Assessment Strategy

This module is designed to broaden the acquired marketing knowledge and skills of earlier marketing modules.

Each student will work in self-selected groups of 4 – 6 and prepare and deliver a group research project (with peer-marking allocation). This will meet the objectives of self-management, working together, communicating, solving problems by analysis and synthesising original desk-top research in a creative manner. The students are required to agree and produce a plan of their proposed project initially. This is a pass / fail basic requirement that occurs at the early stage of the module. The purpose is to form the team and allow them to experience deadline and decision making elements.

Following approval of their plan, students are obliged to research a company and its marketing environment and subsequently conceive an improvement to their marketing strategy. As a united team, they then communicate the recommended enhancement in strategy to the class and examiners. The group presentation is to be no longer than 10 minutes and involves a question and answer session. The purpose is primarily to test the defence of the proposed strategy improvements and by extension the students' understanding of strategy. The peer assessment is to address the issue of group dynamics and to enforce an input from all members of the team.

While this is occurring, the formative lectures will complement the project work by systematically introducing topics and demonstrating applications of the theory to a variety of business contexts.

The following week the group is to submit a written report of the recommended strategy. The purpose of the additional week is to afford the group time to incorporate any additional considerations arising from the presentation process. The presentation is formative in nature. This assessment will enquire into the students' comprehensive understanding of strategy and the extent of research undertaken by themselves and their team.

At the end of the semester a time constrained written test (60%) will examine the learning outcomes of the module at the individual, rather than at group/team level.

Repeat Assessment Strategies

Where a student fails the module, a repeat opportunity will be provided in the Autumn sitting, in accordance with the Repeat Assessment Policy of the Faculty of Business and Hospitality. Assessment for the repeat opportunity will be determined by the internal examiner and will be an examination or other assessment deemed by the internal examiner to be equivalent to the original failed assessment in terms of demonstrating the student's ability to meet the required learning outcomes. Where necessitated, the repeat assessment may be provided in an alternative assessment format. For further details please refer to TUS Academic Regulations for Taught Programmes.

Professional Body applicable to Placement Modules

Legal Requirements

Coursework & Continuous Assessment:

40 %

Form	Title	Percent	Week (Indicative)	Learning Outcomes
Written Report	Written Short statement of group project plan in week 3 plus in week 10 an oral exam presentation of a recommended strategy plus a written report to be submitted the following week	40 %	Week 3	1,3,4

End of Semester / Year Formal Exam:

60 %

Form	Title	Percent	Week (Indicative)	Learning Outcomes
Closed Book Exam	Final Exam Time Constrained Written Exam	60 %	End of Semester	1,2,3,4

Full Time Average Weekly Workload:

4.00 Hours

Type	Description	Location	Hours	Frequency	Weekly Avg
Lecture	Lecture	Lecture Theatre	3	Weekly	3.00
Tutorial	Tutorial	Flat Classroom	1	Weekly	1.00
Independent Learning	Independent Learning	Library	5	Weekly	5.00

Required Reading Book List

Leahy, R., Fenton, P., Barry, H., (2022). *Experiential Marketing*. Sage Publications Limited. ISBN 1529742188 ISBN-13 9781529742183

Aacker, A., (2013). *Strategic market management*. John Wiley and Sons.

Online Resources

www.cso.ie
www.enterpriseireland.ie
www.centralbank.ie

Other Resources

None

Additional Information


None

Programme Membership

AL_BBSTD_B 202300 Bachelor of Business (Honours) in Business (add-on)
AL_BSTUD_B 202300 Bachelor of Business (Honours)

Full Title	Financial Markets and Derivatives		
Status	Uploaded to Banner	Start Term	202300
NFQ Level	08	ECTS Credits	05
Attendance	N/A %		
Module Code	FIN08017	Duration	Semester - (15 Weeks)
Grading Mode	Numeric/Percentage	Department	Business & Mgmt Studies
Module Author	Karen Guest		
Co Authors	Alison Sheridan		

Module Description
This module aims to develop a detailed knowledge, application and analysis of the main theories, macroeconomic issues and operation of the global financial markets with a specific focus on financial derivatives.

	Learning Outcomes <i>On completion of this module the learner will/should be able to;</i>
1.	Distinguish between and assess the roles played by the main financial institutions, participants and professionals that operate within the modern global financial derivatives markets.
2.	Critically appraise and evaluate the main financial derivative securities traded in the global financial markets.
3.	Analyse the features of financial derivatives that affect their market value
4.	Demonstrate the use of financial derivatives to manage risk in portfolio performance.

Indicative Syllabus
<p><u>Overview of the Financial Markets</u></p> <p>Overview of the financial system, financial intermediation, participants in the market, financial institutions, Money Market, Bond market, Equities, Foreign Exchange Market, trading strategies, electronic trading, algorithmic trading, high frequency trading, dark pools, globalization of stock markets, margin trading short selling, regulation of securities markets, behavioural finance and technical analysis.</p> <p><u>The Forward and Futures Market</u></p> <p>Comparison of forwards & futures, exchange traded derivative contracts vs over-the-counter markets, role of the clearing house, clearing house and open interest, reversing trades, marking to market and the margin account, stock index futures, interest rate futures, bond futures, currency futures, current developments in the futures markets, futures market strategies,</p> <p><u>The Swap Market</u></p> <p>Swap strategies, interest rate swaps, currency swaps, secondary swap market, innovations in the swap market, current developments in the swap market.</p> <p><u>The Options Market</u></p> <p>Options contracts, Calls and Puts, Intrinsic value and time value, Stock Index options, Interest rate options, currency options, uses of option contracts, principles of option pricing, Black Scholes option pricing formula, volatility, determinants and sensitivity of option pricing, Put-Call parity, option strategies, current developments in the options market.</p> <p><u>Financial Innovation and Other Contemporary Issues</u></p> <p>Current relevant topics and their relevance for financial derivatives such as Central Bank Digital Currencies (CBDC's), Sustainable Finance and Sustainability Related Disclosure in the Financial Services Industry, OECD Centre on Green Finance and Investment, Global Fintech developments, Collateralized Debt Obligations (CDOs), Credit Default Swaps (CDSs), European Stability Mechanism (ESM), special purpose vehicles & entities, pricing of credit derivatives, the theory of rational expectations and the efficient market hypothesis, passive versus active investment, smart beta investing, disintermediation, securitisation, globalisation, adverse selection and moral hazard, speculation, arbitrage, financial crises, the credit crunch, bank failures – reasons and proposed solutions, government bailouts of financial systems, legislation and regulation, quantitative easing, Islamic finance, consolidation of the financial sector.</p>

Teaching and Learning Strategy

Students will be expected to enrol in the Financial Market Derivatives module on Moodle. This page will be administered by the lecturer and will allow registered students to access all relevant lecture notes, assessments and directed web readings and resources.

Other information relevant to the course, such as dates and times of assessments and assignment submission, will also be made available via Moodle.

Students will be encouraged to keep abreast of current financial market developments through the suggested financial press, websites and periodicals mentioned below. Links to various web based resources will be provided via the moodle page.

Students also have free access to the Financial Times using their student email address available at <https://www.ft.com/>

Class time will consist of formal lectures, topic discussion and problem-based learning where questions will be tackled by students under supervision of the lecturer. Students will be expected to engage with the module by attempting questions in class and independently, by participating in class discussion, by asking questions and by reading widely.

Case studies and project work will also allow students to engage in debate and defend various financial strategies, theories and monetary policy decisions.

Reference will be made to current financial market developments throughout the course.

TUS (Athlone Campus) is an affiliate member of the OECD International Network of Financial Education.

Affiliate member status is reserved for non-governmental, not-for-profit organisations, academia, industry associations, or foundations, with an interest in financial literacy and education. Reference will be made to the latest research from this network throughout the module.

Assessment Strategy

Independent learning will be encouraged by directing the student to appropriate web based resources, directed readings and by regular formative feedback using the Moodle quiz function.

Assessment will be frequent, formative and summative to engage the student early in the semester, encourage regular attendance at lectures and tutorials and provide feedback on their progress.

Continuous assessment will be both summative and formative and comprise both formative and summative regular Moodle Quizzes.

These quizzes will be worth 30% of the final mark.

A two-hour final examination will take place at the end of the semester. This will be worth 70% of the final mark.

Feedback on the end of semester examination is available via the service to student days, notice of which will issue at the end of each semester.

Repeat Assessment Strategies

Repeat continuous assessments will take the same form as the original assessment and are offered to students with personal and/or extenuating circumstances who were unable to complete the original assessments. These repeat continuous assessments must be completed by the end of Week 13.

Where a student fails the module, a repeat exam opportunity will be provided in the Autumn sitting, in accordance with the Repeat Assessment Policy of the Faculty of Business and Hospitality. Assessment for the repeat opportunity will be determined by the internal examiner and will be an examination or other assessment deemed by the internal examiner to be equivalent to the original failed assessment in terms of demonstrating the student's ability to meet the required learning outcomes. Where necessitated, the repeat assessment may be provided in an alternative assessment format.

For further details please refer to TUS Academic Regulations for Taught Programmes

Professional Body applicable to Placement Modules

Legal Requirements

Coursework & Continuous Assessment:		30 %		
Form	Title	Percent	Week (Indicative)	Learning Outcomes
Assessment	Moodle Quiz	30 %	OnGoing	1,3

End of Semester / Year Formal Exam:		70 %		
Form	Title	Percent	Week (Indicative)	Learning Outcomes
Closed Book Exam	Final Exam	70 %	End of Semester	1,2,3,4

Full Time Average Weekly Workload:			3.00 Hours		
Type	Description	Location	Hours	Frequency	Weekly Avg
Lecture	Lecture	Lecture Theatre	3	Weekly	3.00
Independent Learning	Independent Learning	Not Specified	15	Weekly	15.00

Required Reading Book List

Bodie, Z., Kane, A., Marcus, J., (2021). *ISE Essentials of Investments*
ISBN 1265450099 ISBN-13 9781265450090

Hull, J., (2021). *Options, Futures, and Other Derivatives*.
ISBN 013693997X ISBN-13 9780136939979

Recommended Reading Book List

Pike, H., Neale, B., Accounting, S., (2018). *Corporate Finance and Investment*
ISBN 1292208546 ISBN-13 9781292208541

Ward, A., (2020). *FINANCE*.
ISBN 191235036X ISBN-13 9781912350360

Pilbeam, K., (2018). *Finance and Financial Markets*. Red Globe Press.
ISBN 9781137515629 ISBN-13 1137515627

Thompson, S., (2019). *Principles and Practice of Green Finance* Kogan Page.
ISBN 1789664543 ISBN-13 9781789664546

Chishti, S., Barberis, J., (2016). *The FINTECH Book*. John Wiley & Sons.
ISBN 9781119218937 ISBN-13 1119218934

Non ISBN Literary Resources

InterSystems, 2022. *The Global Fintech Landscape Challenges, Collaboration, and Cloud E Book*.

[Online] Available at: <https://www.intersystems.com/isc-resources/wpcontent/uploads/sites/24/Global-Fintech-Landscape-eBook.pdf>

Journal Resources

Students have access to a wide range of Banking and Finance journals via the TUS Midlands library web page <https://library.ait.ie/collections/journals/>

International Journal of Banking and Finance , n.d. [Online]

Available at: <https://search.ebscohost.com/login.aspx?direct=true&AuthType=shib&db=edspub&AN=edp591522&site=pf-live&custid=s5698580>

Journal of Banking and Finance, n.d. [Online]

Available at: <https://search.ebscohost.com/login.aspx?direct=true&AuthType=shib&db=edspub&AN=edp39210&site=pf-live&custid=s5698580>

Journal of Money Credit and Banking , n.d. [Online]

Available at: <https://search.ebscohost.com/login.aspx?direct=true&AuthType=shib&db=edspub&AN=edp292233&site=pf-live&custid=s5698580>

The Banking Law Journal , n.d. [Online]

Available at: <https://search.ebscohost.com/login.aspx?direct=true&AuthType=shib&db=edspub&AN=edp9251&site=pf-live&custid=s5698580>

Accounting Finance & Governance Review ISSN: 0791-9638 E-ISSN: 2737-7482 Publisher: Irish Accounting & Finance Association

<https://afgr.scholasticahq.com/>

[Accounting, Finance & Governance Review](https://afgr.scholasticahq.com/)

The official journal of the Irish Accounting and Finance Association, the premier association of Irish Accounting and Finance academics.

afgr.scholasticahq.com

Online Resources

AIB, 2022. [Online]

Available at: <https://aib.ie/>

Bank for International Settlements, 2020. *Central bank digital currencies: foundational principles and core features*. [Online]

Available at: <https://www.bis.org/publ/othp33.pdf> [Accessed 5th Jan 2021].

Bank of Ireland, 2022. [Online]

Available at: <https://www.bankofireland.com/>

Central Bank of Ireland, 2022. [Online]

Available at: <https://www.centralbank.ie/publication>

Competition and Consumer Protection Commission, 2022 . [Online]

Available at: <https://www.ccpc.ie/consumers/contact/>

Economist, 2022. [Online]

Available at: <https://www.economist.com/>

Euronext Dublin , 2022 . [Online]

Available at: <https://www.euronext.com/en/markets/dublin>

European Central Bank, 2022. [Online]

Available at: <https://www.ecb.europa.eu/home/html/index.en.html>

European Commission, 2022. *Sustainable Finance*. [Online]

Available at: https://ec.europa.eu/info/business-economy-euro/banking-and-finance/sustainable-finance_en

Financial Times, 2022. [Online]

Available at: <https://www.ft.com/>

Goodbody, 2022. [Online]

Available at: <https://www.goodbody.ie/>

International Capital Market Association, 2022. [Online]

Available at: <https://www.icmagroup.org/About-ICMA/>

InterSystems, 2022. *The Global Fintech Landscape Challenges, Collaboration, and Cloud E Book*. [Online]

Available at: <https://www.intersystems.com/isc-resources/wp-content/uploads/sites/24/Global-Fintech-Landscape-eBook.pdf>

ISDA, 2022. [Online]

Available at: <https://www.isda.org/>

National Treasury Management Agency, 2022. [Online]

Available at: <https://www.ntma.ie/>

OECD, 2022. [Online]

Available at: <https://www.oecd.org/>

OECD , 2022. *Financial Education and Consumer Protection*. [Online]

Available at: <https://www.oecd.org/finance/financial-education/>

Permanent TSB, 2022. [Online]

Available at: <https://www.permanenttsb.ie/>

Sustainable Finance Ireland, 2022. [Online]

Available at: <https://www.sustainablefinance.ie/>

World Bank, 2022. [Online]

Available at: <https://www.worldbank.org/en/home>

Yahoo Finance , 2022. [Online]

Available at: <https://finance.yahoo.com/>

Other Resources

Student interaction and feedback will be encouraged through the regular use of the VEVOX polling app in the classroom

<https://www.vevox.com/>

Programme Membership

AL_BBLAW_8 202400 Bachelor of Business (Honours) in Business and Law

AL_BBSTD_B 202300 Bachelor of Business (Honours) in Business (add-on)

AL_BSTUD_B 202300 Bachelor of Business (Honours)

AL_BBLAW_8 202300 Bachelor of Business (Honours) in Business and Law

Full Title	Managing People and Organisational Change.		
Status	Uploaded to Banner	Start Term	202300
NFQ Level	08	ECTS Credits	05
Attendance	N/A %		
Module Code	BUS08055	Duration	Semester - (15 Weeks)
Grading Mode	Numeric/Percentage	Department	Business & Mgmt Studies
Module Author	Peter Meehan		
Co Authors	Jason Palframan, Alison Sheridan		

Module Description

The aim of this module is to develop the students' ability to apply knowledge gained in formal lectures and tutorials to practical HR situations and to further the students' analytical and problem-solving skills in relation to human resource management issues. In addition, this module will enable the students to develop a critical awareness of good human resource theory and practice and its significance within a range of managerial situations.

☰ Learning Outcomes *On completion of this module the learner will/should be able to;*

1. Critically compare and contrast the links that exist between organisational design and culture.
2. Critically compare alternative approaches to managing conflict within an organisation.
3. Critique the impact of a change management initiative on the organisation and propose change management interventions as appropriate.
4. Execute the principles of ethical, socially responsible and sustainable behaviour to the analysis of business based problems and solutions.
5. Critically evaluate the application of key areas of HRM practice, such as learning and development, performance and reward, international and comparative HRM, engagement, diversity and inclusion and wellbeing.

Indicative Syllabus

1. Introduction, the context of HRM and strategic approaches

- HRM in context.
- Strategic HRM, approaches and performance.
- Role of the HR function, HR professional and line manager.
- Debates in HRM.

2. Organisational Design & Culture

- Design principles.
- Culture and changing cultures.
- Types of structures and restructuring.
- Flexible and hybrid working and organisation resilience.

3. Learning and Development at Work

- The concept of strategic L&D and its benefits.
- Creating learning cultures and the learning organisation.
- Driving performance and productivity.

4. Performance & Reward at Work

- Performance management process and evaluation.
- Understanding the importance of motivation and motivational theories.
- Total reward strategies and evaluation.

5. Employee wellbeing

- Employee wellbeing, policy and practices.
- Managing equality, diversity and inclusion.
- Building an inclusive culture.

6. Managing change and resistance

- The cornerstones of change.
- Managing change models.
- Resistance to change.
- The role of HR and guidelines for effective change management.

7. CSR and sustainable HRM

- Ethical principles and CSR practices.
- Sustainable and Green HRM and the common good approach.

8. Employee engagement

- The benefits of engagement.
- Models of engagement.
- Assessing and measuring engagement.
- The psychological contract.

9. Managing conflict

- The conflict process.
- Managing conflict, styles and strategies.

10. International HRM

- Approaches to International HRM and internationalisation.
- Managing expatriates and best practice.
- The impact of national culture.

Teaching and Learning Strategy

The aims of the syllabus will be achieved in a variety of ways by the application of a range of teaching and learning methods. A variety of media will be used such as traditional print materials, audio and video material, as well as online learning resources. The course will be characterised by a high level of student participation through case studies, role-playing activities and discussion during lectures/seminars, and self-directed learning activities outside the classroom, where appropriate. Autonomous and reflective learning will be actively encouraged and facilitated.

Assessment Strategy

The aim of this module is to introduce the student to the concepts and theories of managing an organisation.

An individual case study assessment on a change management intervention will be given at week 8. This assignment is worth 30% of the overall mark.

The end of semester examination will be two hour exam. This final examination is worth 70%. Students will have the opportunity to practise sample and past examination questions throughout the semester, and will be given feedback on their answers. Feedback on the end of semester examination is available via the service to student days, notice of which will be issued at the end of each semester.

Repeat Assessment Strategies

Where a student fails the module, a repeat exam opportunity will be provided in the Autumn sitting, in accordance with the Repeat Assessment Policy of the Faculty of Business and Hospitality. Assessment for the repeat opportunity will be determined by the internal examiner and will be an examination or other assessment deemed by the internal examiner to be equivalent to the original failed assessment in terms of demonstrating the student's ability to meet the required learning outcomes. Where necessitated, the repeat assessment may be provided in an alternative assessment format.

For further details please refer to TUS Academic Regulations for Taught Programmes.

Professional Body applicable to Placement Modules

Legal Requirements

Coursework & Continuous Assessment:		30 %		
Form	Title	Percent	Week (Indicative)	Learning Outcomes
Assignment	Case Study	30 %	Week 6	1,3,5

End of Semester / Year Formal Exam:		70 %		
Form	Title	Percent	Week (Indicative)	Learning Outcomes
Closed Book Exam	Exam	70 %	End of Semester	1,2,3,4,5

Full Time Average Weekly Workload:			4.00 Hours		
Type	Description	Location	Hours	Frequency	Weekly Avg
Lecture	Lecture	Flat Classroom	4	Weekly	4.00
Independent Learning	Independent Learning	Not Specified	5	Weekly	5.00

Required Reading Book List

Armstrong, M., Taylor, S., (2020). *Armstrong's Handbook of Human Resource Management Practice* Kogan Page.
ISBN 178966103X ISBN-13 9781789661033

Wilkinson, A., Dundon, T., (2021). *Contemporary Human Resource Management* Sage Publications Limited.
ISBN 1529758262 ISBN-13 9781529758269

Marchington, M., Wilkinson, A., Donnelly, R., Kynighou, A., (2020). *Human Resource Management at Work* CIPD - Kogan Page.
ISBN 1789664861 ISBN-13 9781789664867

Gunnigle, P., Heraty, N., McDonnell, M., (2017). *Human Resource Management in Ireland*
ISBN 1910393177 ISBN-13 9781910393178

Hodges, J., (2021). *Managing and Leading People Through Organizational Change* Kogan Page.
ISBN 1789667976 ISBN-13 9781789667974

Burnes, B., (2017). *Managing Change*.
ISBN 129215604X ISBN-13 9781292156040

Tiernan, S., Morley, M., (2019). *Modern Management*.
ISBN 1910393274 ISBN-13 9781910393277

Online Resources

www.cipd.co.uk

<https://www.hrreview.co.uk/>

Other Resources

People Management (CIPD)

Programme Membership

AL_BBLAW_8 202400 Bachelor of Business (Honours) in Business and Law
AL_BBSTD_B 202300 Bachelor of Business (Honours) in Business (add-on)
AL_BSTUD_B 202300 Bachelor of Business (Honours)
AL_BBLAW_8 202300 Bachelor of Business (Honours) in Business and Law

Full Title	Contemporary Issues in Marketing		
Status	Uploaded to Banner	Start Term	202300
NFQ Level	08	ECTS Credits	05
Attendance	N/A %		
Module Code	BUS08056	Duration	Semester - (15 Weeks)
Grading Mode	Numeric/Percentage	Department	Business & Mgmt Studies
Module Author	Mr Brian Toolan		
Co Authors	Louise Murray, Alison Sheridan, Brenda Flaherty		

Module Description

This module will provide students' with an overview of the latest developments in scholarship and practice in marketing and develop students' understanding of the link between the two. It also serves to familiarise students with the nature of the marketing role in organisations and enables them to think creatively and constructively about the challenges in marketing.

☰ Learning Outcomes *On completion of this module the learner will/should be able to;*

1. Investigate aspects of the theoretical and practical context in which marketing activities are undertaken.
2. Evaluate the impact of developments in ethics and sustainability on marketing.
3. Describe the changing role of consumer behaviour and the implications for modern organisation.
4. Engage in debate about the impact of technology on the marketing paradigm.
5. Reflect on contemporary marketing knowledge of the modern consumer in the context of the global experience.

Indicative Syllabus

1. Introduction to Marketing in Contemporary Organisations

- Problems with the definition of marketing.
- Role of marketing in the organisation.
- Consumers' opinions of marketing.

2. History of Marketing Thought

- The marketing concept through the decades.

3. Cause-related Marketing and building Brand Cultures

- The rise of cause related marketing
- Building brand culture from inside and outside the organisation.
- Social marketing.

4. Consumer Collectives

- Neo-tribes.
- Brand communities.
- Counter cultures and resistance groupings.
- Shared lifestyles.
- Feminism and consumption.
- Gender and the development of consumer culture.
- Selling gender.

5. Ethical Debates in Marketing

- Marketing ethics: a definition and scope.
- The role of marketing ethics.
- Ethical criticisms of marketing practice.

6. Sustainable Marketing and the Green Consumer

- The birth and evolution of sustainable marketing.
- Sustainable marketing and corporate responsibility.
- Regulation/Legislation.
- Green marketing and the green consumer.
- Globalisation.
- Homogenous consumers.

Teaching and Learning Strategy

The teaching and learning strategy consists of a combination of lectures, tutorials and self-directed learning. Lecture notes and other teaching material will be distributed through Moodle. Moodle will also serve as a space for topic discussion. Students receive notes via moodle system prior to class. They are expected to engage in discussion around examples with which they are familiar.

Assessment Strategy

The assessment strategy will consist of four separate activities that will develop knowledge, understanding and application of the indicative syllabus. The first assessment is a performance evaluation worth 10% which will be decided based on the students' quality of discussion in class and their analysis of the academic readings around each topic. The second assessment is a literature review of a contemporary marketing topic (20%). The third assessment is a group presentation of a contemporary marketing topic (10%). The fourth assessment worth 60% is an end of semester examination. Feedback is regularly provided to students on discussion and case studies undertaken in class and on sample answers to exam questions. Self-directed learning will be encouraged through use of Moodle for lecture notes and topic information sharing. Moodle will also serve as a space for topic discussion. This module will help students in the competencies of self-management, thinking and problem solving, working together and communicating, understanding the business and using language effectively.

Repeat Assessment Strategies

Where a student fails the module, a repeat opportunity will be provided in the Autumn sitting, in accordance with the Repeat Assessment Policy of the Faculty of Business and Hospitality. Assessment for the repeat opportunity will be determined by the internal examiner and will be an examination or other assessment deemed by the internal examiner to be equivalent to the original failed assessment in terms of demonstrating the student's ability to meet the required learning outcomes. Where necessitated, the repeat assessment may be provided in an alternative assessment format. For further details please refer to TUS Academic Regulations for Taught Programmes.

Professional Body applicable to Placement Modules

Legal Requirements

Coursework & Continuous Assessment:		40 %		
Form	Title	Percent	Week (Indicative)	Learning Outcomes
Performance Evaluation	Performance Evaluation	10 %	OnGoing	1,2,3,4,5
Individual Project	Literature Review	20 %	OnGoing	1,5
Oral Exam	Group Presentation	10 %	OnGoing	1,5

End of Semester / Year Formal Exam:		60 %		
Form	Title	Percent	Week (Indicative)	Learning Outcomes
Closed Book Exam	Final Exam	60 %	End of Semester	1,2,3,4,5

Full Time Average Weekly Workload:			4.00 Hours		
Type	Description	Location	Hours	Frequency	Weekly Avg
Lecture	Lecture	Flat Classroom	3	Weekly	3.00
Tutorial	Tutorial	Flat Classroom	1	Weekly	1.00
Independent Learning	Independent Learning	Not Specified	5	Weekly	5.00

Required Reading Book List
Leahy, R., Fenton, P., Barry, H., (2022). <i>Experiential Marketing</i> . Sage Publications Limited. ISBN 1529742188 ISBN-13 9781529742183

Recommended Reading Book List
Parsons, E., (2009). <i>Contemporary Issues in Marketing and Consumer Behaviour</i> Routledge. ISBN 0750687398 ISBN-13 9780750687393
(2009). <i>Critical Marketing: Issues in Contemporary Marketing</i> Wiley. ISBN 0470511982 ISBN-13 9780470511985
Chaffey, D., (2012). <i>Digital Marketing: Strategy, Implementation and Practice</i> Pearson Education. ISBN 0273746103 ISBN-13 9780273746102
Murphy, E., (2012). <i>Ethics in Marketing: International Cases and Perspectives</i> Routledge. ISBN 0415783526 ISBN-13 9780415783521
Keegan, J., (2014). <i>Global Marketing 8e By Warren J. Keegan</i> Pearson. ISBN 1292017384 ISBN-13 9781292017389
Grant, J., (2007). <i>The Green Marketing Manifesto</i> Wiley. ISBN 0470723246 ISBN-13 9780470723241

Online Resources
Due to the constantly evolving nature of this subject, students are encouraged to continually read related websites.

Other Resources
Business and Finance Harvard Business Review Irish Marketing Journal Irish Marketing Review Journal of Consumer Marketing Journal of Consumer research Journal of Digital Marketing Journal of Marketing McKinsey Quarterly

Additional Information

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Programme Membership

AL_BBSTD_B 202300 Bachelor of Business (Honours) in Business (add-on) AL_BSTUD_B 202300 Bachelor of Business (Honours)

Full Title	Ethical Decision Making and Leadership		
Status	Uploaded to Banner	Start Term	202300
NFQ Level	08	ECTS Credits	05
Attendance	N/A %		
Module Code	MGMT08059	Duration	Semester - (15 Weeks)
Grading Mode	Numeric/Percentage	Department	Business & Mgmt Studies
Module Author	Teresa O'Hara		
Co Authors	Alison Sheridan		

Module Description

This module explores how frames of reference and strong contexts can determine the types of decisions that people make and their capacity to lead in an ethical way. The corporate scandals at companies such as Anglo-Irish Bank, Enron and Tyco, the political leadership of countries facing unrest, and the current financial crisis in Ireland, Europe and the US has attracted much debate regarding the role that leadership plays in the demise of both companies, governments and countries. Leaders and their characteristics are often one of the contributing factors to these events. However, in reality, organisations are complex social systems and many of these corporate scandals have multiple causes. This module uses a systems perspective and places events in context to provide valuable insights.

Learning Outcomes *On completion of this module the learner will/should be able to;*

1. Explain the impact of social context on individual decision making and leadership using various theories from management, psychology and behavioural economics.
2. Critically analyse organisational events and scandals in recent times from an ethical perspective.
3. Assess the risks of "ethical blindness" on how people make decisions.
4. Evaluate obstacles to ethical decision making in the perception of ethical context and impact analysis and action.
5. Critically evaluate why organisations find it difficult to fix ethical problems.

Indicative Syllabus

1. Ethical and unethical decision-making.
2. Leadership in context: leaders, followers, and system issues.
3. Toxic leadership.
4. The power of frames: how people construct their reality.
5. The power of strong situations.
6. Blind spots in organisations
- 7 The power of noticing.

Teaching and Learning Strategy

This course will be taught using case study analysis as well as getting participants to engage in assessing their own personal dilemmas. Each week a different case study will be used where the students will present on the issues identified as well as engaging in class debate.

Assessment Strategy

The assessment strategy will consist of a weekly case study analysis, discussion, debate and presentation. Students will choose one of these case studies to write up in detail as an end of semester project. Students will also submit an individual essay which looks in detail at one corporate or organisational event and the ethical implications of what happened. The students will also submit a reflective report linked to the key course themes.

Repeat Assessment Strategies

Where a student fails the module, a repeat exam opportunity will be provided in the Autumn sitting, in accordance with the Repeat Assessment Policy of the Faculty of Business and Hospitality. Assessment for the repeat opportunity will be determined by the internal examiner and will be an examination or other assessment deemed by the internal examiner to be equivalent to the original failed assessment in terms of demonstrating the student's ability to meet the required learning outcomes. Where necessitated, the repeat assessment may be provided in an alternative assessment format.

For further details please refer to TUS Academic Regulations for Taught Programmes.

Professional Body applicable to Placement Modules

Legal Requirements

Coursework & Continuous Assessment:		100 %		
Form	Title	Percent	Week (Indicative)	Learning Outcomes
Assignment	Ethical Dilemma	20 %	End of Semester	1,2,3,4,5
Group Project	Case Study Review	60 %	OnGoing	1,2,3,4,5
Written Report	Reflective Report	20 %	End of Semester	3,4

Full Time Average Weekly Workload:			3.00 Hours		
Type	Description	Location	Hours	Frequency	Weekly Avg
Lecture	Lecture	Flat Classroom	3	Weekly	3.00
Independent Learning	Independent Learning	Not Specified	6	Weekly	6.00

Required Reading Book List

Wettstein, F., (2022). *Business and Human Rights*. Cambridge University Press.
ISBN 1009158392 ISBN-13 9781009158398

Trevino, K., Nelson, A., (2021). *Managing Business Ethics*. John Wiley & Sons.
ISBN 9781119711001 ISBN-13 1119711002

Recommended Reading Book List

Bazerman, H., (2012). *Blind Spots: Why We Fail to Do What's Right and What to Do about It* Princeton University Press.
ISBN 0691156220 ISBN-13 9780691156224

Into Thin Air: A Personal Account of the Everest Disaster Pan Books.
ISBN 1447200187 ISBN-13 9781447200185

Bazerman, M., (2014). *The Power of Noticing: What the Best Leaders See* Simon & Schuster.
ISBN 147670029X ISBN-13 9781476700298

McLean, B., (2013). *The Smartest Guys in the Room: The Amazing Rise and Scandalous Fall of Enron* Portfolio Trade.
ISBN 1591846609 ISBN-13 9781591846604

Goldman, A., (2009). *Transforming Toxic Leaders*. Kogan Page Ltd.
ISBN 0749458852 ISBN-13 9780749458850

Heffernan, M., (2012). *Willful Blindness: Why We Ignore the Obvious at Our Peril* Walker & Company.
ISBN 0802777961 ISBN-13 9780802777966

Online Resources

Ethics Unwrapped: <https://ethicsunwrapped.utexas.edu/>

Programme Membership

AL_BBSTD_B 202300 Bachelor of Business (Honours) in Business (add-on)
AL_BSTUD_B 202300 Bachelor of Business (Honours)

Full Title	French 4.2		
Status	Uploaded to Banner	Start Term	202300
NFQ Level	08	ECTS Credits	05
Attendance	N/A %		
Module Code	FREN08009	Duration	Semester - (15 Weeks)
Grading Mode	Numeric/Percentage	Department	Business & Mgmt Studies
Module Author	Mairead Seery		
Co Authors	Imelda Cooke, Brigid Delamere, Alison Sheridan, Marguerite Shanley		

Module Description

The module consolidates the students' existing language skills and knowledge of the culture of French-speaking countries with particular emphasis on preparing students to communicate effectively in an international business environment. It broadly corresponds to Level B2 on the CEFR.

Learning Outcomes *On completion of this module the learner will/should be able to;*

1. follow extended speech and complex lines of argument and enter unprepared into conversation on topics relating to contemporary business and culture;
2. communicate with some confidence and spontaneity in business transactions such as making /receiving enquiries, placing / confirming orders;
3. demonstrate understanding of texts relating to contemporary business and culture;
4. produce detailed and well-structured texts on topics relating to contemporary business and culture.

Indicative Syllabus

Business correspondence
 Functional business skills (ie. making / receiving enquiries, placing / confirming orders)
 Job applications and interviews
 Presentation skills in French-speaking countries
 Contemporary issues in international business in in French-speaking countries
 Intercultural awareness and business communication
 Grammar

Teaching and Learning Strategy

The teaching and learning strategies will be interactive, involving individual, group and pair work, promoting autonomous and shared learning, and compatible with the principles of Universal Design for Learning. The receptive (aural and reading comprehension) and expressive (oral and written production) language skills will be developed simultaneously.

Students will be directed to further learning resources in the library and online. The University VLE (Moodle) will be used to support students in structured self-directed learning.

Assessment Strategy

Students will receive formative feedback throughout the course of the module.

Students will be assessed by means of an oral assessment and final two-hour written examination.

Repeat Assessment Strategies

Students will repeat the module by means of an oral assessment and final two-hour written examination.

Where students have passed the oral but have failed the module overall in the first sitting, they are required to repeat the written examination only.

Where a student fails the module, a repeat opportunity will be provided in the Autumn sitting, in accordance with the Repeat Assessment Policy of the Faculty of Business and Hospitality. Assessment for the repeat opportunity will be determined by the internal examiner and will be an examination or other assessment deemed by the internal examiner to be equivalent to the original failed assessment in terms of demonstrating the student's ability to meet the required learning outcomes. Where necessitated, the repeat assessment may be provided in an alternative assessment format. For further details please refer to TUS Academic Regulations for Taught Programmes.

Professional Body applicable to Placement Modules

Legal Requirements

Coursework & Continuous Assessment:		40 %		
Form	Title	Percent	Week (Indicative)	Learning Outcomes
Practical Evaluation	Oral examination	40 %	Week 10	1,2,3,4

End of Semester / Year Formal Exam:		60 %		
Form	Title	Percent	Week (Indicative)	Learning Outcomes
Closed Book Exam	Written examination	60 %	End of Semester	2,3,4

Full Time Average Weekly Workload:			4.00 Hours		
Type	Description	Location	Hours	Frequency	Weekly Avg
Tutorial	Tutorial	Flat Classroom	3	Weekly	3.00
Practical	Practical	Computer Laboratory	1	Weekly	1.00
Independent Learning	Independent Learning	Not Specified	5	Weekly	5.00

Recommended Reading Book List

Penforinis, J., *Affaires.com - Niveau avanc (B2-C1) - Livre de l'ive + DVD* 3rd Edition. CLE International.

Michle, J., (2019). *Grammaire progressive du franÃ§ais*. ISBN 2090381981 ISBN-13 9782090381986

Michle, J., (2019). *Grammaire progressive du franÃ§ais : B1-B2 avancÃ©*. ISBN 2090381973 ISBN-13 9782090381979

Oxford University, (2021). *Oxford Essential French dictionary*. 1st Edition. Oxford University Press.

Journal Resources

Journal Resources

French Cultural Studies

French Politics Culture and Society

Modern and Contemporary France

Online Resources

Agence France Presse <https://www.youtube.com/c/Agence-FrancePresse-AFP/channels>

Linguee dictionary <https://www.linguee.com/english-french/>

Organisation Internationale de la Francophonie <https://www.youtube.com/c/OIFrancophonie/videos> and http://observatoire.francophonie.org/ressources/?q=&res=t&txt=&chk_74=on

Programme Membership

AL_BLAWS_8 202300 Bachelor of Laws (Honours) in Law


AL_BSTUD_B 202300 Bachelor of Business (Honours)

AL_BINTL_8 202300 Bachelor of Business (Honours) in International Business

AL_BBSTD_B 202300 Bachelor of Business (Honours) in Business (add-on)

Full Title	Spanish 4.2		
Status	Uploaded to Banner	Start Term	202300
NFQ Level	08	ECTS Credits	05
Attendance	N/A %		
Module Code	SPAN08023	Duration	Semester - (15 Weeks)
Grading Mode	Numeric/Percentage	Department	Business & Mgmt Studies
Module Author	Doireann O'Callaghan		
Co Authors	Geraldine Ward, Elsie Burgoyne, Alison Sheridan		

Module Description
The module consolidates the students' existing language skills and knowledge of the culture of Spanish-speaking countries with particular emphasis on preparing students to communicate effectively in an international business environment.

	Learning Outcomes <i>On completion of this module the learner will/should be able to;</i>
1.	follow extended speech and complex lines of argument and enter unprepared into conversation on topics relating to contemporary business and culture;
2.	communicate with some confidence and spontaneity in business transactions such as making and receiving enquiries, placing and confirming orders;
3.	demonstrate understanding of texts relating to contemporary business and culture;
4.	produce detailed and well-structured texts on topics relating to contemporary business and culture.

Indicative Syllabus
<p>Business correspondence.</p> <p>Functional business skills (i.e., making/receiving enquiries, placing/confirming orders).</p> <p>Job applications and interviews.</p> <p>Presentation skills in countries where Spanish is spoken.</p> <p>Contemporary issues in international business in countries where Spanish is spoken.</p> <p>Intercultural awareness and business communication.</p> <p>Spanish grammar.</p>

Teaching and Learning Strategy
<p>The teaching and learning strategies will be interactive, involving individual, group and pair work, promoting autonomous and shared learning, and compatible with the principles of Universal Design for Learning. The receptive (aural and reading comprehension) and expressive (oral and written production) language skills will be developed simultaneously.</p> <p>Students will be directed to further learning resources both in the library and online. The University VLE (Moodle) will be used to support students in structured self-directed learning.</p>

Assessment Strategy
Students will receive formative feedback throughout the course of the module. Students will be assessed by means of an oral assessment and a final two-hour written examination.

Repeat Assessment Strategies

Students will repeat the module by means of an oral assessment and a final two-hour written examination. Where students have passed the oral assessment but have failed the module overall in the first sitting, they are required to repeat the written examination only.

Where a student fails the module, a repeat opportunity will be provided in the Autumn sitting, in accordance with the Repeat Assessment Policy of the Faculty of Business and Hospitality. Assessment for the repeat opportunity will be determined by the internal examiner and will be an examination or other assessment deemed by the internal examiner to be equivalent to the original failed assessment in terms of demonstrating the student's ability to meet the required learning outcomes. Where necessitated, the repeat assessment may be provided in an alternative assessment format.

For further details please refer to TUS Academic Regulations for Taught Programmes.

Professional Body applicable to Placement Modules

Legal Requirements

Coursework & Continuous Assessment:		40 %		
Form	Title	Percent	Week (Indicative)	Learning Outcomes
Practical Evaluation	Oral examination	40 %	Week 10	1,2

End of Semester / Year Formal Exam:		60 %		
Form	Title	Percent	Week (Indicative)	Learning Outcomes
Closed Book Exam	Written examination	60 %	End of Semester	2,3,4

Full Time Average Weekly Workload:			4.00 Hours		
Type	Description	Location	Hours	Frequency	Weekly Avg
Tutorial	Tutorial	Flat Classroom	3	Weekly	3.00
Practical	Practical	Language Labs	1	Weekly	1.00
Independent Learning	Independent Learning	Not Specified	5	Weekly	5.00

Required Reading Book List

Mastery, L., (2019). *Business Spanish: Learn Conversational Spanish For Business Professionals*
ISBN 1951949021 ISBN-13 9781951949020

Higgins, E., (2020). *Español en Accin*. 2nd Edition. Folens.

Fenton, M., (2020). *Venga!*. 1st Edition. Edco.

Recommended Reading Book List

Cuesta-Castao, A., (2020). *Exam Skills Spanish*. First Edition. Mentor Books.

Martin, R., (2017). *Pasos 2*. 4th Edition. John Murray Language.
ISBN 1473664098 ISBN-13 9781473664098

Hawkes, R., (2019). *Viva! 3 Rojo*. 2nd Edition. Pearson Education.
ISBN 1292290501 ISBN-13 9781292290508

Journal Resources

Online Resources

Spanish 4.2 Moodle Page with video clips, class notes, interactive quizzes, etc.

- <http://www.bbc.co.uk/languages/spanish/>
- <http://www.spanishdict.com/>
- www.videoele.com
- EXTRA en español
- Coffee Break Spanish To Go

Other Resources

<https://www.duolingo.com/course/es/en/Learn-Spanish>

Additional Information**Programme Membership**

AL_BLAWS_8 202300 Bachelor of Laws (Honours) in Law
AL_BSTUD_B 202300 Bachelor of Business (Honours)
AL_BINTL_8 202300 Bachelor of Business (Honours) in International Business
AL_BBSTD_B 202300 Bachelor of Business (Honours) in Business (add-on)

Full Title	German 4.2		
Status	Uploaded to Banner	Start Term	202300
NFQ Level	08	ECTS Credits	05
Attendance	N/A %		
Module Code	GERM08019	Duration	Semester - (15 Weeks)
Grading Mode	Numeric/Percentage	Department	Business & Mgmt Studies
Module Author	Doireann O'Callaghan		
Co Authors	Mairead Seery, Eimear Kelly, Alison Sheridan, Marguerite Shanley, Audrey O'Beirne-Cleary		

Module Description

The module consolidates the students' existing language skills and knowledge of the culture of German-speaking countries with particular emphasis on preparing students to communicate effectively in an international business environment.

Learning Outcomes *On completion of this module the learner will/should be able to;*

1. follow extended speech and complex lines of argument and enter unprepared into conversation on topics relating to contemporary business and culture;
2. communicate with some confidence and spontaneity in business transactions such as making / receiving enquiries, placing / confirming orders;
3. demonstrate understanding of texts relating to contemporary business and culture;
4. produce detailed and well-structured texts on topics relating to contemporary business and culture.

Indicative Syllabus

Business correspondence.
 Functional business skills (i.e. making/receiving enquiries, placing/confirming orders).
 Job applications and interviews.
 Presentation skills in German.
 Contemporary issues in international business in German-speaking countries.
 Intercultural awareness and business communication.
 German grammar.

Teaching and Learning Strategy

The teaching and learning strategies will be interactive, involving individual, group and pair work, promoting autonomous and shared learning, and compatible with the principles of Universal Design for Learning. The receptive (aural and reading comprehension) and expressive (oral and written production) language skills will be developed simultaneously.

Students will be directed to further learning resources, both in the library and online. The University VLE (Moodle) will be used to support students in structured self-directed learning.

Assessment Strategy

Students will receive formative feedback throughout the course of the module.

Students will be assessed by means of an oral assessment and a final two-hour written examination.

Repeat Assessment Strategies

Students will repeat the module by means of an oral assessment and a final two-hour written examination.

Where students have passed the oral assessment but have failed the module overall in the first sitting, they are required to repeat the written examination only.

Where a student fails the module, a repeat opportunity will be provided in the Autumn sitting, in accordance with the Repeat Assessment Policy of the Faculty of Business and Hospitality. Assessment for the repeat opportunity will be determined by the internal examiner and will be an examination or other assessment deemed by the internal examiner to be equivalent to the original failed assessment in terms of demonstrating the student's ability to meet the required learning outcomes. Where necessitated, the repeat assessment may be provided in an alternative assessment format. For further details please refer to TUS Academic Regulations for Taught Programmes.

Professional Body applicable to Placement Modules

Legal Requirements

Coursework & Continuous Assessment:		40 %		
Form	Title	Percent	Week (Indicative)	Learning Outcomes
Practical Evaluation	Oral examination	40 %	Week 10	1,2

End of Semester / Year Formal Exam:		60 %		
Form	Title	Percent	Week (Indicative)	Learning Outcomes
Closed Book Exam	Written examination	60 %	End of Semester	2,3,4

Full Time Average Weekly Workload:			4.00 Hours		
Type	Description	Location	Hours	Frequency	Weekly Avg
Independent Learning	Independent Learning	Not Specified	5	Weekly	5.00
Tutorial	Tutorial	Flat Classroom	3	Weekly	3.00
Practical	Practical	Language Labs	1	Weekly	1.00

Required Reading Book List

Duncker, S., Marshall, A., Brock, C., Fox, K., (2018). *Deutsch im Einsatz Coursebook* Cambridge University Press.
ISBN 1108440452 ISBN-13 9781108440455

Quinn, M., (2019). *Deutsch Komplett*. 2nd edition. Folens.

Birgit, S., (2014). *Mittelpunkt neu B1*. Ernst Klett Sprachen GmbH.
ISBN 9783126766456 ISBN-13 3126766455

Recommended Reading Book List

Cooper, N., (2020). *Die Mndliche*. 1st Edition. FOLENS.

Hayes, J., (2020). *Oral German, 2020-2025*. 1st edition. CJ Fallon.

Ros-EI, L., (2014). *Perspektive Deutsch. Kommunikation am Arbeitsplatz. Kursbuch mit Audio-CD* 1st edition. Ernst Klett Sprachen GmbH.
ISBN 9783126753470 ISBN-13 3126753477

Paul, H., (2019). *Willkommen! 2 German Intermediate Course*. 2nd edition. John Murray Language.
ISBN 1444165208 ISBN-13 9781444165203

Online Resources

<https://www.make-it-in-germany.com/de/>
<https://www.zdf.de/kinder/logo>
<https://learngerman.dw.com/de/deutsch-im-job-profis-gesucht/c-39902336>
<https://learngerman.dw.com/de/nicos-weg/c-36519718>
<https://learngerman.dw.com/de/ticket-nach-berlin/c-55320903>
Deutsch lernen mit der DW: https://www.youtube.com/channel/UCxUWIEL-USsiPak0Qy6_vVg
<https://slowgerman.com/>
<https://www.goethe.de/de/spr/unt/kum/jug.html>
<https://www.goethe.de/de/spr/ueb/daa.html>
<https://www.goethe.de/prj/mwd/de/idl/abe/pak.html>
24h Deutsch mit Ida: <https://www.youtube.com/channel/UCHpnIL-1QIUyVhdGVJ6rW3A>
www.goethe.de/deutschlandlabor
Coffee Break German To Go: <https://www.youtube.com/watch?v=w0no51po3O4>
www.nthuleen.com

Other Resources

The following list comprises a selection of the online resources which may be used:

<https://www.leo.org/german-english/>
<https://en.pons.com/translate>
https://www.schubert-verlag.de/aufgaben/uebungen_b1/sb1_uebungen_index.htm
<http://www.lingorilla.com>
<https://www.audio-lingua.eu/?lang=de>
<https://deutschlernerblog.de/hoerverstehen-deutsch-uebungen-zum-hoerverstehen-a1-bis-c2/>
<https://www.learning-german-online.net/business>

Programme Membership

AL_BSTUD_B 202300 Bachelor of Business (Honours)
AL_BINTL_8 202300 Bachelor of Business (Honours) in International Business
AL_BBSTD_B 202300 Bachelor of Business (Honours) in Business (add-on)