

Programme Documentation



AL_BBSTD_C

Higher Certificate in Business

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Programme Overview

| | |
|-------------------------|--------------------------------|
| Full Award Title | Higher Certificate in Business |
|-------------------------|--------------------------------|

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|-------------------|
| Exit Award |
|-------------------|

| | | | |
|---------------|--------------------|-----------------------|------------|
| Status | Uploaded to Banner | Programme Code | AL_BBSTD_C |
|---------------|--------------------|-----------------------|------------|

| | | | |
|--------------|----|-------------------------|-----|
| Level | 06 | Required Credits | 120 |
|--------------|----|-------------------------|-----|

| | | | |
|---------------------|----------------------------|-------------------------|---|
| Delivered By | Stage - Full Academic Year | Minimum Duration | 2 |
|---------------------|----------------------------|-------------------------|---|

| | | | |
|-------------------|--------|-------------------|------------------------------------|
| Start Term | 202300 | ISCED Code | 0410 - Business and administration |
|-------------------|--------|-------------------|------------------------------------|

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|--------------------|--------------------|-------------------|--------------------------------|
| Award Class | Higher Certificate | Award Type | Higher Certificate in Business |
|--------------------|--------------------|-------------------|--------------------------------|

| | | | |
|-----------------------|------------------------------------|-------------------|-------------------------|
| 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 | |
|------------------------------|--|

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|--------------------------|
| Programme Authors |
|--------------------------|

Jarlath Nolan, Paul O'Meara, Orla O'Byrne, Brendan McLarney, Stephanie Duffy, Niamh Dunne, Claire Shaw, Michelle McKeon-Bennett, Alison Sheridan

Approved Programme Schedule - AL_BBSTD_C Higher Certificate in Business

Stage 2

| Delivery | Code | Module Title | Level | Credit | M/E | IL | FT | CA | PJ | PC | FE | PF | Total |
|---------------------|-----------|--|-------|--------|-----|-------|------|-----|----|----|----|----|-------|
| SEM 3 | ACCT06004 | Management Accounting | 06 | 10 | M | 12.00 | 6.00 | 20 | 0 | 0 | 80 | 0 | 100 |
| SEM 3 | COMP06063 | Information Technology and Computer Applications | 06 | 05 | M | 5.00 | 4.00 | 10 | 0 | 90 | 0 | 0 | 100 |
| SEM 3 | LAW06059 | Business Law | 06 | 05 | M | 6.00 | 3.00 | 20 | 0 | 0 | 80 | 0 | 100 |
| SEM 3 | BUS06020 | Operations Management | 06 | 05 | M | 5.00 | 4.00 | 100 | 0 | 0 | 0 | 0 | 100 |
| SEM 3 | ECON06037 | Applied Microeconomics | 06 | 05 | E2 | 6.00 | 3.00 | 0 | 40 | 10 | 50 | 0 | 100 |
| SEM 3 | BUS06176 | Applied Entrepreneurship | 06 | 05 | E2 | 5.00 | 4.00 | 60 | 0 | 40 | 0 | 0 | 100 |
| SEM 3 | MKTG06029 | Services Marketing | 06 | 05 | E2 | 5.00 | 4.00 | 40 | 0 | 0 | 60 | 0 | 100 |
| SEM 3 | FREN06043 | French 2.1 | 06 | 05 | E2 | 5.00 | 4.00 | 0 | 50 | 50 | 0 | 0 | 100 |
| SEM 3 | SPAN06025 | Spanish 2.1 | 06 | 05 | E2 | 5.00 | 4.00 | 0 | 50 | 50 | 0 | 0 | 100 |
| SEM 3 | GERM06023 | German 2.1 | 06 | 05 | E2 | 5.00 | 4.00 | 0 | 50 | 50 | 0 | 0 | 100 |
| SEM 4 | BUS06004 | Marketing Management in a Digital Age | 06 | 10 | M | 11.00 | 7.00 | 30 | 0 | 20 | 50 | 0 | 100 |
| SEM 4 | HRM06004 | Human Resource Management | 06 | 10 | M | 12.00 | 6.00 | 30 | 0 | 0 | 70 | 0 | 100 |
| SEM 4 | ECON06014 | International Economics | 06 | 10 | E2 | 12.00 | 6.00 | 0 | 25 | 25 | 50 | 0 | 100 |
| SEM 4 | ECOM06001 | ECommerce | 06 | 10 | E2 | 12.00 | 6.00 | 0 | 75 | 25 | 0 | 0 | 100 |
| SEM 4 | INSB06003 | Insurance | 06 | 10 | E2 | 12.00 | 6.00 | 40 | 0 | 0 | 60 | 0 | 100 |
| SEM 4 | ACCT06017 | Financial Accounting 2 | 06 | 10 | E2 | 10.00 | 8.00 | 30 | 0 | 0 | 70 | 0 | 100 |
| SEM 4 | FREN06042 | French 2.2 | 06 | 05 | E2 | 5.00 | 4.00 | 0 | 0 | 40 | 60 | 0 | 100 |
| SEM 4 | SPAN06026 | Spanish 2.2 | 06 | 05 | E2 | 5.00 | 4.00 | 0 | 0 | 40 | 60 | 0 | 100 |
| SEM 4 | GERM06024 | German 2.2 | 06 | 05 | E2 | 5.00 | 4.00 | 0 | 0 | 40 | 60 | 0 | 100 |
| Credit Total | | | | 130 | | | | | | | | | |

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

| Elective Rule | Electives Required | Credits Required |
|---------------|--------------------|---------------------------|
| ELECTIVE_2 | 0 | 15 - Select 15 Credit(s). |

| Special Regulation |
|--|
| <p>15 credits from the elective subjects are required to complete this programme. One elective (5 credit) from Semester 1 and one elective (10 credit) from Semester 2 must be chosen by the student. If a language is chosen (2 x 5 credit) it must be selected in both semesters and counts as one 10 credit elective. In this case, one additional 5 credit elective must be chosen from Semester 1. Electives will run subject to viable numbers.</p> <p>One additional tutorial hour is required for the module Marketing Management in a Digital Age for each additional group of 35 students.</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 2 Modules

| | | | |
|----------------------|--------------------------------|---------------------|-------------------------|
| Full Title | Management Accounting | | |
| Status | Uploaded to Banner | Start Term | 202300 |
| NFQ Level | 06 | ECTS Credits | 10 |
| Attendance | N/A % | | |
| Module Code | ACCT06004 | Duration | Semester - (15 Weeks) |
| Grading Mode | Numeric/Percentage | Department | Business & Mgmt Studies |
| Module Author | Dermot O'Leary | | |
| Co Authors | Alison Sheridan, Orlaith Kelly | | |

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| Module Description |
| The learner will study management accounting techniques, used to provide managers with information to assist with planning, controlling and decision making. |

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|  | Learning Outcomes <i>On completion of this module the learner will/should be able to;</i> |
| 1. | Demonstrate basic skills in the area of costing, particularly accounting for materials, labour and overheads. |
| 2. | Prepare budgets and appraise their use in management accounting. |
| 3. | Apply performance measurement and control techniques used in management accounting. |
| 4. | Evaluate the use of marginal costing for decision-making and prepare and evaluate break even analysis information. |
| 5. | Apply and evaluate the various decision-making techniques used in management accounting. |

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| Indicative Syllabus |
| <p>1. Introduction to Management Accounting</p> <p>The role of management accounting in a business organisation, cost structure and the nature of cost behaviour and the difference between management accounting and cost accounting.</p> <p>2. Elements of Costs</p> <p>The accounting treatment of the various elements of costs, materials control and costing, labour control and productivity, and accounting for overheads</p> <p>3. Budgeting</p> <p>The stages in the planning process, functions and conflicting role of budgets, administration of the budgeting process, behavioural effects of budgeting, preparation of functional and master budgets, and preparation of cash budgets.</p> <p>4. Control and Performance Evaluation</p> <p>The use of flexible budgeting in performance reports, introduction to standard costing, the standard setting process and calculation of basic variances together with operating statements.</p> <p>5. Decision Making</p> <p>Marginal costing and the concept of contribution. The learner will also study CVP analysis, relevant costs for decision making and limiting factors for decision making. Pricing decisions.</p> <p>6. Capital Budgeting</p> <p>Capital investment appraisal techniques including NPV, payback and ARR.</p> |

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| Teaching and Learning Strategy |
| <ul style="list-style-type: none"> • Lectures, in-person and online. Instruction and practise, feedback, question and answer sessions • Tutorials, in-person and online • Videos available online, asynchronous delivery • Self-directed learning. |

Assessment Strategy

Mid-term assessment (20%)

The CA is a summative assessment worth 20% which consists of a series of short questions. There will also be formative assessment throughout the semester comprising of short quizzes for which no marks will be awarded but which will give feedback on progress throughout the semester.

End-of-year examination (80%)

The end-of-year examination will examine all learning outcomes. The exam will consist of both numerical calculations and narrative questions. The exam will be designed to test knowledge, practical application of theory and the ability to evaluate and determine best practice in varied circumstances. This will consist of a 3-hour exam and will normally consist of seven questions with the student required to attempt five questions. This format will ensure that all learning outcomes are examined and will also give the student some choice on the exam paper.

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 Moodle or in-class assessment | 20 % | Week 6 | 1,2 |

| End of Semester / Year Formal Exam: | | 80 % | | |
|-------------------------------------|--------------------|---------|-------------------|-------------------|
| Form | Title | Percent | Week (Indicative) | Learning Outcomes |
| Closed Book Exam | Final written 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 | Lecture with questions demonstrated | Lecture Theatre | 6 | Weekly | 6.00 |
| Independent Learning | Independent Learning | Not Specified | 12 | Weekly | 12.00 |

Required Reading Book List

Drury, C., (2018). *Cost and Management Accounting*. ISBN 1473749050 ISBN-13 9781473749054

Recommended Reading Book List

Sheppard, G., (2011). *Management Accounting: A Practical Approach* Gill & Macmillan Ltd. ISBN 071714996X ISBN-13 9780717149964

Non ISBN Literary Resources

TUS Athlone Business Studies Year 2 Management Accounting Student Manual and Question Pack

Journal Resources

ACCA Student Accountant Magazine [Student Accountant | ACCA Global](#)

Financial Times newspaper [Financial Times \(ft.com\)](#)

CPA Ireland Journal [CPA Ireland - Accountancy Plus | CPA Ireland](#)

Other Resources

Course notes/questions/solutions provided on Moodle website <http://elearning.ait.ie>

Additional Information

None

Programme Membership

AL_BBSTD_7 202300 Bachelor of Business

AL_BBSTD_C 202300 Higher Certificate in Business

AL_BBSTD_6X 202300 Higher Certificate in Business in (Exit)

AL_BSTUD_BX7 202300 Bachelor of Business in (Exit)

| | | | |
|----------------------|--|---------------------|-------------------------|
| Full Title | Information Technology and Computer Applications | | |
| Status | Uploaded to Banner | Start Term | 202300 |
| NFQ Level | 06 | ECTS Credits | 05 |
| Attendance | N/A % | | |
| Module Code | COMP06063 | Duration | Semester - (15 Weeks) |
| Grading Mode | Numeric/Percentage | Department | Business & Mgmt Studies |
| Module Author | Terry O'Neill | | |
| Co Authors | Jarlath Nolan, Alison Sheridan | | |

Module Description

The subject teaches the importance of Data, Information and Data Security in a business/organisation. The student will understand and describe the different security threats to the organisation and the security measures that can be taken. Additionally, the student will describe the modern working environment and its use of different technologies like the Cloud.

Students are introduced to and given directed hands-on experience using the fundamental features of a popular spreadsheet package applicable to the modern business environment. The emphasis is on the fundamental spreadsheet features and their use in the practical hands-on manipulation and analysis of data from the business environment locally and internationally.

Students may be given the opportunity to achieve Microsoft Office Certification in Microsoft Excel, in the form of Microsoft Office Specialist (MOS).

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

1. Explain, with examples, the concepts of Data and Information and their importance to the organisation. Additionally, the student will identify the various security threats including cyber-threats to the organisation and the measures to protect and secure the organisation.
2. Describe the modern working environment including applications, technologies, communication, collaboration and the role of the Cloud. The positive and negative aspects of the modern working environment and its impact on the environment.
3. Demonstrate competence using a Spreadsheet Application and its data cleaning, processing, calculation, validation and presentation functions.
4. Solve real world organisation and business problems using large data files and a Spreadsheet application.

Indicative Syllabus

1. Data, Information and Threats to the Organisation

Explain, with examples, the concepts of Data and Information and their importance to an organisation. Understand the concepts of Data Privacy and protection and the importance of the General Data Protection Regulation (GDPR). Additionally, the student will describe internal and external threats, like cyber-security attacks, to the organisation and the impact these attacks can have on the running of the organisation. The student will understand the steps that can be taken to identify, prevent and recover from such attacks.

2. The Cloud and Modern Working environment

Demonstrate an understanding of the usage of the Cloud in an organisation. The cloud for sharing, storage, backup and business applications such as Office 365. The advantages and disadvantages of using the Cloud and its positive and negative impact on the environment. The modern working environment mobile, blended, remote and the positive and negative impact of this.

3. Spreadsheets

Demonstrate competence using a Spreadsheet Application in the following areas:

- File handling and manipulation
- Spreadsheet Arithmetic & Formatting
- Mathematical, Statistical, Logical, Financial and String Functions
- Sorting, Multiple Sorting, Filtering and Lookup Functions
- Totals, Subtotalling and other data processing functions
- Introduction to Pivot Tables and Charts & Macros
- Use of other functions such as min, max, count, average, sum and their variants.

Use of Self Help Features

Teaching and Learning Strategy

The Teaching and Learning Strategy will be in the form of practical PC-based workshops, supported by online delivery, self-assessment and formative assessment methods, Online Teaching Tool, Online Quizzes and Guided Research. Student learning will be supported by demonstration and instruction by the Lecturer. Lecture provided solutions will be available to enhance student learning.

Assessment Strategy

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. 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 compliment the notes, discussions and support provided in class and on the VLE.

Summative assessment will also provide opportunities for skill development and learning through detailed feedback on Continuous Assessment. Students will be provided with sample answers for further learning.

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 |
| Multiple Choice | Multiple Choice quiz examining the theoretical parts of the subject | 10 % | Week 4 | 1,2 |
| Assessment | Practical Assessment examining the students competence in the functions and usage of a Spreadsheet Application | 40 % | Week 7 | 3 |
| Assessment | Practical Assessment examining the students ability to use a Spreadsheet application to solve real world problems | 50 % | Week 11 | 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

O'Leary, J., (2013). *Computing Essentials 2021*. ISBN 1260323994 ISBN-13 9781260323993

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

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

Non ISBN Literary Resources

Journal Resources

International Journal of Computers and Applications
International Journal of Cyber Criminology

Online Resources

www.ibec.ie
www.dataprotection.ie
www.mediastreet.ie
www.isme.ie

Other Resources

Cloud storage account.
Microsoft 365 account.

Programme Membership

AL_BDMKG_8 202300 Bachelor of Business (Honours) in Digital Marketing
AL_BINTL_8 202300 Bachelor of Business (Honours) in International Business
AL_BINTL_8X7 202300 Bachelor of Business in International Business (Exit)
AL_BINTL_6X 202300 Higher Certificate in Business in International Business (Exit)
AL_BDMKG_8X7 202300 Bachelor of Business in Digital Marketing (Exit)
AL_BBSTD_7 202300 Bachelor of Business
AL_BBSTD_C 202300 Higher Certificate in Business
AL_BDMKG_6X 202300 Higher Certificate in Business in Digital Marketing (Exit)
AL_BSTUD_B 202300 Bachelor of Business (Honours)
AL_BBSTD_6X 202300 Higher Certificate in Business in (Exit)
AL_BSTUD_BX7 202300 Bachelor of Business in (Exit)
AL_BDIGM_7 202300 Bachelor of Business in Digital Marketing
AL_BENTP_6 202400 Higher Certificate in Arts in Business, Enterprise and Community Development

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|----------------------|--------------------|---------------------|-------------------------|
| Full Title | Business Law | | |
| Status | Uploaded to Banner | Start Term | 202300 |
| NFQ Level | 06 | ECTS Credits | 05 |
| Attendance | N/A % | | |
| Module Code | LAW06059 | Duration | Semester - (15 Weeks) |
| Grading Mode | Numeric/Percentage | Department | Business & Mgmt Studies |
| Module Author | Elaine Walsh | | |
| Co Authors | Alison Sheridan | | |

Module Description

This module introduces students to the sources of law, the structure and practice of the administration of law in Ireland. It also explores the essential elements of business law and the manner in which contract law, tort law, data protection laws and employment law are administered. Furthermore this module will enable students to apply legal concepts and legal reasoning to a range of issues confronted in business.

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

1. Explain the differences between civil and criminal law, the different categories of law, sources of law and the administration of the legal system.
2. Describe the essential elements of the Law of Tort and their application within a business context.
3. Discuss the key elements of the Law of Contract and their application within a business context.
4. Describe the principles of Employment and Data Protection Laws and their application within a business context.
5. Apply research, problem-solving and the appropriate legal rules and principles relevant to factual business scenarios.

Indicative Syllabus

Introduction to the Irish Legal System and Administration of Justice

- Introduction -what is law?
- Common Law Systems v Civil Law Systems
- Differences between Civil Law and Criminal Law
- The Sources of Law
- The significance and influence of EU law
- The Administration of Justice in Ireland (Courts, Personnel)

The Law of Tort

- Introduction
- The Tort of Negligence
- Professional Negligence
- Defences
- Remedies

The Law of Contract

- Introduction
- Formation of a Contract
- Contents of a Contract
- Discharge of a Contract
- Breach of Contract
- Remedies

Employment Law

- Introduction
- Contract of Employment: distinction between a 'contract of services' and 'contract for services', Rights and duties of employers and employees.
- Equality in the workplace
- Dismissal and Redundancy, termination, wrongful, constructive and unfair dismissal, fair and unfair reasons
- Remedies for unfair dismissal.
- Redundancy and Statutory entitlements.

Introduction to Data Protection

- Introduction to Data Protection Law in Ireland.
- Role of Data Protection Commissioner.

Teaching and Learning Strategy

The teaching and learning strategy for this module will emphasise active learning, experiential learning and student engagement with the material. This will be facilitated by participation in debate, class discussion, structured group work and the analysis of practical scenarios, together with formative classroom assessment techniques. These techniques will complement lectures supported by notes, discussions and posts on the virtual learning environment platform. Students will be expected to review Business Law case studies, core texts, participate in class discussions and keep abreast of ongoing developments in this area.

Assessment Strategy

Assessment will consist of two components, with a continuous assessment of 20%, and a written examination of 80%.

Continuous Assessment: (20%)

This will consist of Short Answer Questions/Multiple Choice Questions which will focus on the Legal System (sources of law, administration of justice) and the principles of Contract Law.

Final Examination: (80%)

End of semester final written exam (2 hours) examining all the learning outcomes. This examination will contain a mixture of essay style and problem style questions which will assess students ability to apply their knowledge of Business Law to provide competent advice and opinion.

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 |

| | | | | |
|------------|-----------------------|------|--------|-------|
| Assessment | Continuous Assessment | 20 % | Week 7 | 1,3,5 |
|------------|-----------------------|------|--------|-------|

| | | | | |
|--|--------------|----------------|--------------------------|--------------------------|
| 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: | | 3.00 Hours | | | |
| Type | Description | Location | Hours | Frequency | Weekly Avg |
| Lecture | Lecture | Lecture Theatre | 3 | Weekly | 3.00 |
| Independent Learning | Independent Learning | Not Specified | 6 | Weekly | 6.00 |

| | | | | |
|--|--|--|--|--|
| Required Reading Book List | | | | |
| Keenan, I., (2021). <i>Essentials of Irish Business Law</i> ISBN 1916019986 ISBN-13 9781916019980 | | | | |

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|--|--|--|--|--|
| Recommended Reading Book List | | | | |
| Donnell, V., (2015). <i>An Introduction to Business Law</i> ISBN 1910374334 ISBN-13 9781910374337 | | | | |
| Thuillier, A., MacDaid, C., (2015). <i>Business Law in Ireland</i> ISBN 1905536771 ISBN-13 9781905536771 | | | | |
| (2020). <i>BYRNE & MCCUTCHEON ON THE IRISH LEGAL SYSTEM.</i> ISBN 1526515083 ISBN-13 9781526515087 | | | | |
| Keogh, L., (2019). <i>Data Protection Compliance</i> ISBN 1911611240 ISBN-13 9781911611240 | | | | |
| Faulkner, M., (2021). <i>ESSENTIALS OF IRISH LAW.</i> ISBN 191161164X ISBN-13 9781911611646 | | | | |
| Thornton, L., Ni, T., O'Sullivan, C., (2015). <i>Fundamentals of the Irish Legal System</i> ISBN 1858007127 ISBN-13 9781858007120 | | | | |
| Tully, J., (2014). <i>Tort Law in Ireland</i> ISBN 1905536690 ISBN-13 9781905536696 | | | | |

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| Journal Resources | | | | |
| Bar Review | | | | |
| Commercial Law Practitioner | | | | |
| Irish Employment Law Journal | | | | |
| Law Society Gazette | | | | |

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| Online Resources | | | | |
| 1. www.baillii.org | | | | |
| 2. www.courts.ie | | | | |
| 3. www.westlaw.ie | | | | |
| 4. www.vlexjustis.com | | | | |
| 5. www.irishstatutebook.ie | | | | |
| 6. www.dataprotection.ie | | | | |

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| Programme Membership | | | | |
| AL_BBSTD_7 202300 Bachelor of Business | | | | |
| AL_BBSTD_C 202300 Higher Certificate in Business | | | | |
| AL_BSTUD_B 202300 Bachelor of Business (Honours) | | | | |
| AL_BBSTD_6X 202300 Higher Certificate in Business in (Exit) | | | | |
| AL_BSTUD_BX7 202300 Bachelor of Business in (Exit) | | | | |

| | | | |
|----------------------|-----------------------|---------------------|-------------------------|
| Full Title | Operations Management | | |
| Status | Uploaded to Banner | Start Term | 202300 |
| NFQ Level | 06 | ECTS Credits | 05 |
| Attendance | N/A % | | |
| Module Code | BUS06020 | Duration | Semester - (15 Weeks) |
| Grading Mode | Numeric/Percentage | Department | Business & Mgmt Studies |
| Module Author | Prof Marc Cashin | | |
| Co Authors | Alison Sheridan | | |

Module Description


Operations Management is the '*engine*' of business as it encompasses the tasks and knowledge required to source, produce and deliver products and services. This module will introduce students to range of tools and techniques available to business managers working in a *complex, 'open/global'* environment and the business 'system'.

The aim of this module is to evaluate the strategic development of structural and infrastructural features of operations systems in relation to organisational and market requirements. The module will assess how operations and supply chain management can support and effect the formulation and implementation of corporate strategies in organisations, either products and/or services.

The module will also provide students with both a theoretical and practical understanding of how operations and supply chains can be managed strategically which are influenced by both external and internal conditions and requirements.

The module will equip students with a framework for understanding operations management as activities within the context of a firm"s competitive strategy, taking a **System Thinking** approach.

The module will assess how the operations and supply chain function can underpin corporate strategies in organisations, particularly in constantly changing global environments.

|  Learning Outcomes <i>On completion of this module the learner will/should be able to;</i> | |
|---|--|
| 1. | Demonstrate an understanding of the functions of different types of operations and supply chain management systems in both product and services industries. |
| 2. | Identify the stages and milestones involved in the introduction of an appropriate system, supported by appropriate project methodology. |
| 3. | Balance technical and human resource requirements in the successful installation and maintenance of a system. |
| 4. | Evaluate the processes involved in different operations and supply chain management systems, with a particular focus on Total Quality Management and the importance of integrated systems/functions |
| 5. | Demonstrate an understanding of Operations & Supply Chain Management as a core function in a highly effective and efficient system. |

Indicative Syllabus

1 Operations and Supply Chain Strategy:

Operations strategy within an organisation. Differences and similarities between manufacturing and services.

2 Enterprise Systems :

The importance and role of information systems. Data and information flow across business functions, the supply chain, enterprise resource planning and supporting systems.

3 Business Process Management:

Analysis of the structure of operating facilities within manufacturing and nonmanufacturing environments, the production process, procurement and fulfilment processes.

4 Process Design and Analysis:

Understanding processes involved in the design of products and the supply of services to required standards, integrated processes.

5 Project Management Overview:

Evaluation of planning and control systems in the context of the delivery of goods and services at the right time and at an economic cost. Project methodology supporting the implementation of Operation's Strategic objectives. (10)

6 Resource-Based View of the Firm:

The human factor as an integral resource in operations.

7 New Product Development:

The Product Life Cycle, the New Product Development process, Analysis tools for NPD (*New Product/Process Development*)

8 Planning & Control:

The nature planning and control, capacity management and control, scheduling and forecasting, and inventory management

9 Quality Improvement Methods:

Total Quality Management, Qualitative and Quantitative improvement tools. History of quality management, current approaches to quality ISO and Six-Sigma. Operations improvements

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 learning will be actively encouraged and facilitated. Application of theory in class through group activity and class discussion and supporting video lectures.

Assessment Strategy

Assessments are project-based using a combination of individual and group assessments/projects to test the individuals and team-based performance and knowledge.

The student will be assessed as follows:

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

The student is required to achieve a pass mark in each of the three assessment elements to have successfully passed this module.

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 |
| Assignment | Case Study assessment | 50 % | Week 8 | 4,5 |
| Assignment | Team based project | 50 % | Week 12 | 1,2,3,5 |

| Full Time Average Weekly Workload: | | | 4.00 Hours | | |
|---|----------------------|-----------------|-------------------|------------------|-------------------|
| <i>Type</i> | <i>Description</i> | <i>Location</i> | <i>Hours</i> | <i>Frequency</i> | <i>Weekly Avg</i> |
| Lecture | Lecture | Lecture Theatre | 4 | Weekly | 4.00 |
| Independent Learning | Independent Learning | Not Specified | 5 | Weekly | 5.00 |

Required Reading Book List

Slack, N., Brandon-Jones, A., (2017). *Operations and Process Management Principles and Practice for Strategic Impact*
ISBN 129217613X ISBN-13 9781292176130

Slack, N., Brandon-Jones, A., (2019). *Operations Management* Pearson Higher Ed.
ISBN 9781292253992 ISBN-13 1292253991

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

Non ISBN Literary Resources

| | | | |
|--|------------------------------|-------------------|------|
| 1. Operations & Supply Chain Management for the 21st Century | Boyer and Verma | Prentice Hall | 2005 |
| 2. Essentials of Business Processes and Information Systems | Simha R. Magal, Word Jeffrey | John Wiley & Sons | 2009 |

Other Resources

| | | | |
|--|-------------------------|--------------------|------|
| 1. Fundamentals of Operations Management 4th Edition | Davis, Aquilano & Chase | Irwin, McGraw-Hill | 2003 |
| 2. Effective Project Management 4th Edit | Clements, J. Gido, J.. | Cengage Learning | 2009 |
| 3. Operations Management (7th Edition) | Heizer & Render | Prentice-Hall | 2004 |

Additional Information

None

Programme Membership

AL_BINTL_8 202300 Bachelor of Business (Honours) in International Business
 AL_BINTL_8X7 202300 Bachelor of Business in International Business (Exit)
 AL_BINTL_6X 202300 Higher Certificate in Business in International Business (Exit)
 AL_BBSTD_7 202300 Bachelor of Business
 AL_BBSTD_C 202300 Higher Certificate in Business
 AL_BSTUD_B 202300 Bachelor of Business (Honours)
 AL_BBSTD_6X 202300 Higher Certificate in Business in (Exit)
 AL_BSTUD_BX7 202300 Bachelor of Business in (Exit)

| | | | |
|----------------------|------------------------|---------------------|-------------------------|
| Full Title | Applied Microeconomics | | |
| Status | Uploaded to Banner | Start Term | 202300 |
| NFQ Level | 06 | ECTS Credits | 05 |
| Attendance | N/A % | | |
| Module Code | ECON06037 | Duration | Semester - (15 Weeks) |
| Grading Mode | Numeric/Percentage | Department | Business & Mgmt Studies |
| Module Author | Henry Joyce | | |
| Co Authors | Alison Sheridan | | |

Module Description

This module is designed to build on the fundamentals encountered in a typical first year Microeconomics course. The module should also provide a foundation level of knowledge and skills to apply micro economic analysis to real world business and societal problems as experienced by households, firms and Governments. There is a major emphasis on problem solving throughout the delivery and assessment of this module

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

1. Apply economic principles and analysis to a broad range of real-world issues.
2. Develop an ability to evaluate economic problems, questions and assumptions into an understandable context.
3. Reflect critically on the relevance and application of economics in a business, social, private and public contexts
4. Use demand functions, cost functions, market structures, and game-theoretic concepts in the analysis of a firm's decisions.
5. Participate constructively and with probity as a team member.

Indicative Syllabus
1. Applications of Demand, supply and markets:

Demand and supply analysis and the dynamics of fluid and "static" markets. Elasticity and sensitivity to the drivers of demand; Practical approaches to product and service pricing.

2. Re-evaluating the theory of the firm:

Production time frames, cost structures and cost behaviour; revenue patterns and streams; profitability; examination of the relevance and applicability of the traditional neo-classical cost and revenue assumptions; consideration of the approaches offered by the New Management Economics.

3. The competitive framework in practice:

The market structure spectrum and its relevance: contestable markets; anti-competitive practices; the role of the Irish Competition & Consumer Protection Authority.

4. Externalities and public goods.

Introduction to welfare economics and its impacts on the everyday lives of economic agents. Positive and negative externalities, using price to promote and/ or discourage certain consumer and firm behaviour. Incentive and disincentive effects of pricing in welfare economics. Microeconomic aspects of infrastructural provision and transportation economics: the economics of traffic congestion, engineering solutions "V" economic solutions to transportation microeconomic issues of transitioning from fossil fuelled national fleet to electric vehicles.

5. The Microeconomics of uncertainty and information.

Risk analysis, asymmetric information, the applications of Game theory and agent based social simulation.

6. Behavioural Economics applications.
7. Case Studies and Current issues
Teaching and Learning Strategy

This module is to be delivered in a variety of ways including lectures, seminars, group discussions, case studies and the reading of recommended articles and Text books.

The module aims to develop the students' ability to become reflective learners. This is achieved through the use of student centred activities. Examples of these activities would include: individual and group discussion; analysis and evaluation of case study material; the summary and dissemination of relevant journal articles in addition to the analysis of individual markets and industries.

Assessment Strategy

Assessment will be frequent, formative and summative to engage the students early in the semester, and provide feedback on their progress.

Regular formative assessments will take the form of feedback on written submissions arising from regular group work.

Continuous assessment 1: (40%) May take the form of a case study, a problem based learning assignment or an assessment deemed appropriate to a .

Continuous assessment 2: (10%) Takes the form of a reflective exercise or other assessment as deemed appropriate by the module lecturer.

Final Examination: (50%)

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 |
| Multiple Choice | Formative Moodle quizzes | 0 % | OnGoing | 1,2,5 |
| Assignment | problem solving exercise/ Case study/ Appropriate other | 40 % | Week 6 | 1,2,3,4,5 |
| Open Book Exam | Reflective exercise | 10 % | Week 12 | 4 |

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

| 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 | 6 | Weekly | 6.00 |

Required Reading Book List

Griffiths, A., Wall, S., (2012). *Applied Economics*. Financial Times/Prentice Hall. ISBN 0273736906 ISBN-13 9780273736905

Pindyk Robert s ,Rubinfeldt L, (2018). *Microeconomics*. 9th Edition. Pearson.

Harford, T., (2012). *The Undercover Economist*. Oxford University Press, USA. ISBN 9780199926510 ISBN-13 0199926514

Recommended Reading Book List

International Monetary Fund, (2017). *Back To Basics: Economic Concepts Explained*. First Edition. IMF.

Levitt, D., Dubner, J., (2009). *Freakonomics*. Harper Collins. ISBN 9780061956270 ISBN-13 0061956279

Landsburg, E., (2012). *The Armchair Economist*. Simon and Schuster. ISBN 9781451651737 ISBN-13 1451651732

Journal Resources

Online Resources

www.ccpc.ie
www.cso.ie
www.energyireland.ie
www.tesla.com
www.volvotrucks.com
www.seai.ie
www.ft.com
www.economist.com

Other Resources

[Financial times online](http://www.ft.com)

Programme Membership

AL_BINTL_8 202300 Bachelor of Business (Honours) in International Business
AL_BINTL_8X7 202300 Bachelor of Business in International Business (Exit)
AL_BINTL_6X 202300 Higher Certificate in Business in International Business (Exit)
AL_BBSTD_7 202300 Bachelor of Business
AL_BBSTD_C 202300 Higher Certificate in Business
AL_BSTUD_B 202300 Bachelor of Business (Honours)
AL_BBSTD_6X 202300 Higher Certificate in Business in (Exit)
AL_BSTUD_BX7 202300 Bachelor of Business in (Exit)

| | | | |
|----------------------|---------------------------------------|---------------------|-------------------------|
| Full Title | Applied Entrepreneurship | | |
| Status | Uploaded to Banner | Start Term | 202300 |
| NFQ Level | 06 | ECTS Credits | 05 |
| Attendance | N/A % | | |
| Module Code | BUS06176 | Duration | Semester - (15 Weeks) |
| Grading Mode | Numeric/Percentage | Department | Business & Mgmt Studies |
| Module Author | Claire Shaw | | |
| Co Authors | Alison Sheridan, Thomas J O' Donoghue | | |

Module Description

The aim of this module is to provide the opportunity for students to create a business idea and to produce and present a business plan.

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

1. Recognise potential opportunities for enterprise development and know where to seek assistance.
2. Develop an awareness of how to create a new enterprise, from initial concept through the many stages up to the commencement of operations and production.
3. Produce a business plan that is coherent and robust for implementation.
4. Conduct market research that tests out the viability of an initial business concept.

Indicative Syllabus

1. Creativity and the Business Idea

- Developing and testing an idea
- Developing a USP
- Mission and vision for the business

2. Designing the Business

- Implementation of a sustainable business model.
- Developing a sustainable business plan.
- Business structures and documentation

3. Environmental Analysis

4. Market Analysis

- Market research
- Competitors and competitiveness
- Current market and future trends
- Market valuation
- Establishing a share of the market

5. Marketing and Sales Strategy

- The 5 P's
- The marketing plan
- Sales and distribution

6. Intellectual Property

- Patents, copyrights, and trademarks
- Brands
- Protecting IP

7. Staffing and Operations

- Teamwork in entrepreneurship
- Building a team
- Managing conflict

8. Professional development

- Communication skills for an entrepreneur
- Networking
- Leadership
- Time management

9. Outsourcing

10. Financial Planning for a New Business

- Funding opportunities for the entrepreneurial venture
- Projected cash flows

11. Pitching sustainable ventures

- Pitching techniques.
- Pitch deck development.
- Pitching practice.

Teaching and Learning Strategy

Classes will be practical in nature. The teaching and learning strategy will include some lectures early in the module on business planning and organising. Individual research will then take place with feedback being provided by the lecturer. Guest speakers in expert areas will speak to the students, followed by group discussion and question and answer sessions. Case studies and videos relating to domestic and international entrepreneurship will be used throughout the module.

Due to the nature of this applied module, classes will take place in a computer lab where students will gain experience of working using Microsoft and other packages while working both independently and in groups throughout the semester on research in relation to entrepreneurship.

Assessment Strategy

The students will be given an opportunity to present their new business idea early in the semester by way of an oral presentation. There will be continuous formative assessment of the proposed business plan throughout the semester.

At the end of the semester, students will be assessed individually on their written business plan and a panel of academic staff posing as potential investors will assess their business plan.

The students will also produce a written reflective report on their experience at the end of the 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: | | 100 % | | |
|-------------------------------------|-----------------------------------|---------|-------------------|-------------------|
| Form | Title | Percent | Week (Indicative) | Learning Outcomes |
| Individual Project | Oral Presentation | 20 % | Week 3 | 1,4 |
| Individual Project | Written Business Plan | 50 % | Week 11 | 2,3 |
| Oral Exam | Oral defence of the business plan | 20 % | Week 11 | 2,3 |
| Written Report | Reflective Report | 10 % | Week 12 | 1,2,3,4 |

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

Required Reading Book List

Hisrich, D., Peters, P., Shepherd, A., (2018). *Entrepreneurship*. ISBN 1260043738 ISBN-13 9781260043730

, F., (2022). *Foundations of Marketing, 7e*. ISBN 1526849003 ISBN-13 9781526849007

Bland, J., Osterwalder, A., (2019). *Testing Business Ideas*. John Wiley & Sons. ISBN 9781119551423 ISBN-13 1119551420

Osterwalder, A., Pigneur, Y., Smith, A., Etienneble, F., (2020). *The Invincible Company*. John Wiley & Sons. ISBN 9781119523963 ISBN-13 1119523966

Osterwalder, A., Pigneur, Y., Bernarda, G., Smith, A., (2014). *Value Proposition Design*. John Wiley & Sons. ISBN 9781118968055 ISBN-13 1118968050

Online Resources

Enterprise Ireland: www.enterprise-ireland.com/en/

Local Enterprise Office: www.localenterprise.ie/

Department of Enterprise Trade and Employment: <https://enterprise.gov.ie/en/>

Other Resources

GEM Reports

Programme Membership

AL_BINTL_8 202300 Bachelor of Business (Honours) in International Business
 AL_BINTL_8X7 202300 Bachelor of Business in International Business (Exit)
 AL_BINTL_6X 202300 Higher Certificate in Business in International Business (Exit)
 AL_BBSTD_7 202300 Bachelor of Business
 AL_BBSTD_C 202300 Higher Certificate in Business
 AL_BSTUD_B 202300 Bachelor of Business (Honours)
 AL_BBSTD_6X 202300 Higher Certificate in Business in (Exit)
 AL_BSTUD_BX7 202300 Bachelor of Business in (Exit)

| | | | |
|----------------------|---|---------------------|-------------------------|
| Full Title | Services Marketing | | |
| Status | Uploaded to Banner | Start Term | 202300 |
| NFQ Level | 06 | ECTS Credits | 05 |
| Attendance | N/A % | | |
| Module Code | MKTG06029 | Duration | Semester - (15 Weeks) |
| Grading Mode | Numeric/Percentage | Department | Business & Mgmt Studies |
| Module Author | Brenda Flaherty | | |
| Co Authors | Louise Murray, Alison Sheridan, Mary Loonam | | |

Module Description

This module will provide students with knowledge of the major issues facing contemporary services marketers. Its aim is to develop in students an appreciation of the importance of customer delivered value in the services industry and to encourage students to think conceptually about service problems and challenges in order to develop practical services marketing strategies.

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

1. Outline the unique characteristics of services and the implications for marketing planning.
2. Assess the implications of the characteristics of services for the service provider and the identified target customer.
3. Explain the impact of technology on services.
4. Evaluate the importance of services marketing in contemporary business.

Indicative Syllabus
1. Foundations of Services Marketing

- Defining services and understanding the growth in the service economy.
- Analysing the uniqueness of services marketing.
- Classifying services.
- Appreciation of the frameworks used to manage customer's experience.

2. Acquisition of Service Customers

- Consumer behaviour.
- Marketing research for customer acquisition.
- Segmentation, targeting and positioning for services.

3. Creating the Interactive Experience

- Producing the service performance, scripting, blueprinting.
- Designing the service setting 'servicescapes'.
- Leveraging the people factor.
- Managing the customer mix.

4. Promising the Interactive Service Experience

- Setting a price for service.
- Promoting the interactive service experience.
- Making services accessible.

5. Delivering and Ensuring a Positive Service Experience

- Managing relationships and building loyalty.
- Managing service quality.

6. Impact of Technology on Services Marketing

- Importance to customer relationship management (CRM).
- Data Management and Analytics.
- Streamlining and automating business processes to improve efficiency.
- Self-service optimisation.
- Enabling and managing the interactive experience through electronic communication.

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. A focus on ethics and the societal implications of services marketing theory 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

Formative assessment will take the form of ongoing class tests and discussion on students' ongoing research. A class multiple choice test will ensure that they have understood the basics, worth 10%, due in week 7. As part of the summative assessment students will be required to choose a case study on which to apply the theory of the module worth 30%, due in week 12. The final end of semester examination is worth 60%.

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: | | 40 % | | |
|-------------------------------------|-----------------------------|---------|-------------------|-------------------|
| Form | Title | Percent | Week (Indicative) | Learning Outcomes |
| Multiple Choice | Multiple Choice Class Tests | 10 % | Week 7 | 1,2 |
| Project | Written Report | 30 % | Week 12 | 2,3,4 |

| 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 |

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

Required Reading Book List

, W., (2020). *Print Book of Wilson Services Marketing*
ISBN 1526847809 ISBN-13 9781526847805

Fisk, P., Grove, J., John, J., (2013). *Services Marketing*. Thomson South-Western.
ISBN 1285193903 ISBN-13 9781285193908

Lovelock, H., Wirtz, J., (2016). *Services Marketing*. World Scientific Publishing Company.
ISBN 1944659005 ISBN-13 9781944659004

Journal Resources

- Harvard Business Review
- European Journal of Marketing
- Journal of Marketing
- Journal of Retailing and Consumer Services
- Irish Marketing Journal
- Irish Marketing Review
- McKinsey Quarterly
- Journal of Services Marketing
- Journal of Professional Services Marketing
- Journal of Financial Services Marketing
- Services Marketing Quarterly

Online Resources

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

Other Resources

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

Programme Membership

AL_BINTL_8 202300 Bachelor of Business (Honours) in International Business
AL_BINTL_8X7 202300 Bachelor of Business in International Business (Exit)
AL_BINTL_6X 202300 Higher Certificate in Business in International Business (Exit)
AL_BBSTD_7 202300 Bachelor of Business
AL_BBSTD_C 202300 Higher Certificate in Business
AL_BSTUD_B 202300 Bachelor of Business (Honours)
AL_BBSTD_6X 202300 Higher Certificate in Business in (Exit)
AL_BSTUD_BX7 202300 Bachelor of Business in (Exit)

| | | | |
|----------------------|--|---------------------|-------------------------|
| Full Title | French 2.1 | | |
| Status | Uploaded to Banner | Start Term | 202300 |
| NFQ Level | 06 | ECTS Credits | 05 |
| Attendance | N/A % | | |
| Module Code | FREN06043 | Duration | Semester - (15 Weeks) |
| Grading Mode | Numeric/Percentage | Department | Business & Mgmt Studies |
| Module Author | Marguerite Shanley | | |
| Co Authors | Mairead Seery, Imelda Cooke, Geraldine Ward, Alison Sheridan, Audrey O'Beirne-Cleary | | |

Module Description

This module will develop students' French language skills and cultural awareness in preparation for their work in French-speaking countries.

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

1. follow speech which is carefully articulated in workplace contexts;
2. demonstrate understanding of simple, factual texts;
3. write straightforward, connected texts on a range of familiar subjects;
4. gather, analyse and sort information available in self-access materials.

Indicative Syllabus

Office and workplace routine in French-speaking countries
 Interacting with colleagues in person and using technology (ie. telephone and other online platforms)
 Intercultural awareness and interpersonal communication
 Introduction to the business world of French-speaking countries
 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.

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 (100%) where they show evidence that the module 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 |
| Practical Evaluation | Comprehension test | 50 % | OnGoing | 1,2,3,4 |
| Individual Project | Portfolio | 50 % | 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 |

Required Reading Book List

Angela, D., (2019). *Façon de Parler 1 French for Beginners 6ED Activity Book Teach Yourself*. ISBN 1529374219 ISBN-13 9781529374216

Angela, D., (2019). *Façon de Parler 1 French for Beginners 6ED course Book Teach Yourself*. ISBN 1529374227 ISBN-13 9781529374223

Angela, D., (2013). *Facon de Parler 2 Activity Book 5ED* John Murray Language. ISBN 1444181246 ISBN-13 9781444181241

Heminway, A., (2018). *Practice Makes Perfect: Complete French All-in-One, Second Edition* McGraw-Hill Education. ISBN 1260121038 ISBN-13 9781260121032

Journal Resources

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

Online Resources

Online resources may be used from the following websites:


www.bonjourdefrance.com
<https://www.bbc.co.uk/languages/french/index.shtml>
www.wordreference.com (online dictionary)
<https://www.francaisavec pierre.com/>
<https://www.lepointdufle.net/penseigner/fle-internet.htm>
<http://lexiquefle.free.fr/>
<https://www.francaisfacile.com/cours/>

Programme Membership

AL_BLAWS_8 202300 Bachelor of Laws (Honours) in Law
AL_BLAWS_8X7 202300 Bachelor of Arts in Legal Studies (Exit)
AL_BSTUD_B 202300 Bachelor of Business (Honours)
AL_BINTL_8 202300 Bachelor of Business (Honours) in International Business
AL_BINTL_8X7 202300 Bachelor of Business in International Business (Exit)
AL_BBSTD_7 202300 Bachelor of Business
AL_BBSTD_C 202300 Higher Certificate in Business
AL_BBSTD_D 202300 Bachelor of Business
AL_B_J07 202200 Bachelor of Business
AL_BINTL_6X 202300 Higher Certificate in Business in International Business (Exit)
AL_BBSTD_6X 202300 Higher Certificate in Business in (Exit)
AL_BSTUD_BX7 202300 Bachelor of Business in (Exit)

| | | | |
|----------------------|---|---------------------|-------------------------|
| Full Title | Spanish 2.1 | | |
| Status | Uploaded to Banner | Start Term | 202300 |
| NFQ Level | 06 | ECTS Credits | 05 |
| Attendance | N/A % | | |
| Module Code | SPAN06025 | Duration | Semester - (15 Weeks) |
| Grading Mode | Numeric/Percentage | Department | Business & Mgmt Studies |
| Module Author | Geraldine Ward | | |
| Co Authors | Doireann O'Callaghan, Elsie Burgoyne, Alison Sheridan | | |

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| Module Description |
| This module will develop students' Spanish language skills and cultural awareness in preparation for their work in Spanish-speaking countries. |

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|  Learning Outcomes <i>On completion of this module the learner will/should be able to;</i> |
| 1. follow speech which is carefully articulated in workplace contexts; |
| 2. demonstrate understanding of simple, factual texts; |
| 3. write straight forward, connected texts on a range of familiar subjects; |
| 4. gather, analyse and sort information available in self-access materials. |

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| Indicative Syllabus |
| Office and workplace routine in target-language countries Interacting with colleagues in person and using technology (ie. telephone and other online platforms) Intercultural awareness and interpersonal communication Introduction to the business world of the TLCs Grammar |

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

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|---|
| 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. |

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|-------------------------------------|
| Repeat Assessment Strategies |
|-------------------------------------|

Students will submit a portfolio of work (100%) where they show evidence that the module 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 |
| Practical Evaluation | Comprehension test | 50 % | OnGoing | 1,2,3,4 |
| Individual Project | Portfolio | 50 % | 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 |

Required Reading Book List

Carvajal, C., (2013). *Compact Oxford Spanish Dictionary*. Oxford University Press.
ISBN 9780199663309 ISBN-13 0199663300

Martin, R., (2018). *Pasos 2 (Fourth Edition): Spanish Intermediate Course*. John Murray Language.
ISBN 1473664063 ISBN-13 9781473664067

Nissenberg, G., (2020). *Practice Makes Perfect: Complete Spanish Grammar, Premium Fourth Edition* McGraw-Hill Education.
ISBN 126046315X ISBN-13 9781260463156

Michael, M., *Spanish Business Situations*. Psychology Press.
ISBN 041512848X ISBN-13 9780415128483

Online Resources

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

<https://studyspanish.com/>

<https://www.bbc.co.uk/languages/spanish/>

<https://www.spanishdict.com/pronunciation>

<https://studyspanish.com/pronunciation>

<https://www.spanish-games.net/>

Programme Membership

AL_BLAWS_8 202300 Bachelor of Laws (Honours) in Law
 AL_BLAWS_8X7 202300 Bachelor of Arts in Legal Studies (Exit)
 AL_BSTUD_B 202300 Bachelor of Business (Honours)
 AL_BINTL_8 202300 Bachelor of Business (Honours) in International Business
 AL_BINTL_8X7 202300 Bachelor of Business in International Business (Exit)
 AL_BBSTD_7 202300 Bachelor of Business
 AL_BBSTD_C 202300 Higher Certificate in Business
 AL_BBSTD_D 202300 Bachelor of Business
 AL_B_J07 202200 Bachelor of Business
 AL_BINTL_6X 202300 Higher Certificate in Business in International Business (Exit)
 AL_BBSTD_6X 202300 Higher Certificate in Business in (Exit)
 AL_BSTUD_BX7 202300 Bachelor of Business in (Exit)

| | | | |
|----------------------|--|---------------------|-------------------------|
| Full Title | German 2.1 | | |
| Status | Uploaded to Banner | Start Term | 202300 |
| NFQ Level | 06 | ECTS Credits | 05 |
| Attendance | N/A % | | |
| Module Code | GERM06023 | Duration | Semester - (15 Weeks) |
| Grading Mode | Numeric/Percentage | Department | Business & Mgmt Studies |
| Module Author | Eimear Kelly | | |
| Co Authors | Mairead Seery, Doireann O'Callaghan, Alison Sheridan, Marguerite Shanley, Audrey O'Beirne-Cleary | | |

Module Description

This module will develop students' German language skills and cultural awareness in preparation for their work in German-speaking contexts.

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

1. follow speech which is carefully articulated in workplace contexts;
2. demonstrate understanding of simple, factual texts;
3. write straight forward, connected texts on a range of familiar subjects;
4. gather, analyse and sort information available in self-access materials.

Indicative Syllabus

Office and workplace routine in target-language countries
 Interacting with colleagues in person and using technology (ie. telephone and other online platforms)
 Intercultural awareness and interpersonal communication
 Introduction to the business world of the TLCs
 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

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 (100%) where they show evidence that the module 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 |
| Practical Evaluation | Comprehension test | 50 % | OnGoing | 1,2,3,4 |
| Individual Project | Portfolio | 50 % | 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 | Computer Laboratory | 5 | Weekly | 5.00 |

Required Reading Book List

Wuehrer, I., (2016). *Foundations German 1*. 3rd Edition. Palgrave.
ISBN 1137579188 ISBN-13 9781137579188

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

Online 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_a2/a2_uebungen_index.htm

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

<https://www.dw.com/en/learn-german/german-courses/s-2547>

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

https://www.deutsch-lernen.com/learn-german-online/beginners/exercises_summary.htm

<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_BINTL_8X7 202300 Bachelor of Business in International Business (Exit)
AL_BBSTD_7 202300 Bachelor of Business
AL_BBSTD_C 202300 Higher Certificate in Business
AL_BBSTD_D 202300 Bachelor of Business
AL_B_J07 202200 Bachelor of Business
AL_BINTL_6X 202300 Higher Certificate in Business in International Business (Exit)
AL_BBSTD_6X 202300 Higher Certificate in Business in (Exit)
AL_BSTUD_BX7 202300 Bachelor of Business in (Exit)

| | | | |
|----------------------|--|---------------------|-------------------------|
| Full Title | Marketing Management in a Digital Age | | |
| Status | Uploaded to Banner | Start Term | 202300 |
| NFQ Level | 06 | ECTS Credits | 10 |
| Attendance | N/A % | | |
| Module Code | BUS06004 | Duration | Semester - (15 Weeks) |
| Grading Mode | Numeric/Percentage | Department | Business & Mgmt Studies |
| Module Author | Louise Murray | | |
| Co Authors | Alison Sheridan, Orla O'Byrne, Sinead O'Connell, Mary Loonam | | |

Module Description

Enables the students to acquire an understanding of marketing management but also acknowledges that we live in a time when technology has fundamentally changed how marketing is delivered in organisations globally. Provides students with the concepts, processes, frameworks and experiences that are useful for managing marketing in a digital age.

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

1. Demonstrate an understanding of marketing as a management function in an ever-changing digital environment globally.
2. Identify and review the customer's role in marketing management and the impact that digital has had on consumers.
3. Discuss methods used for researching, planning, segmenting, targeting and positioning markets which help product and services companies compete effectively in the business environment.
4. Evaluate the impact of digital on the marketing mix and understand the: shaping of the product strategy, the development of the pricing strategy and the assessment of the role of marketing channels
5. Outline the importance of integrating traditional and digital tools into a marketing communications strategy.
6. Use global reaching digital marketing platforms and tools to enhance marketing strategies.

Indicative Syllabus

1. Understanding Marketing Management in a Digital Age

- Managing the core marketing concepts.
- New marketing realities.

2. Developing Marketing Strategies and Plans

- The value delivery process and the value-chain.
- Core competencies.
- Strategic planning.
- Corporate and division strategic planning; corporate mission, etc.
- Business unit strategic planning; business mission, SWOT analysis, goal formation.
- The marketing plan, the digital marketing plan, the social media plan.
- Evaluation of the total marketing effort.
- Controlling strategies, allocating resources, implementation of marketing strategy.

3. Conducting Marketing Research

- Marketing information systems.
- Internal records and marketing intelligence.
- The marketing research process.
- Forecasting and demand measurement.
- Emerging tools.

4. Scanning the Environment

- Analysing the macro-environment; demographic, economic, social-cultural, natural, technological, political-legal.

5. Consumer & Business Buying Dynamics

- The consumer buying decision process.
- Influences on consumer behaviour; cultural, social, personal and psychological.
- Other theories of consumer decision-making.
- Business buying process and its participants.
- Managing business-to-business customer relationships.

6. Services Marketing Management

- Nature of services and new services realities.
- Differences between products and services.
- The marketing mix for services.

7. Segmentation, Targeting and Positioning

- Choosing an effective segmentation, targeting and positioning strategy.
- Bases for segmenting consumer and business markets.

8. Competitive and Effective Brand Positioning

- Developing and establishing a brand positioning.
- Competitive strategies for market leaders.
- Other competitive strategies.
- Brand equity.
- Brand strategy.

9. Product Mix and New Offerings

- Product characteristics, classifications and differentiation.
- Branding and packaging considerations.
- Managing new products.
- The consumer adoption process and the product life cycle.

10. Pricing & Distribution Management

- Factors influencing the pricing decision.
- The price-setting process.
- Pricing strategies and their implications.
- Channel alternatives.
- Selecting, motivating, evaluating and managing a channel.
- E-commerce and m-commerce marketing practices.

11. Marketing Communication Management

- The role of marketing communications.
- The integrated marketing communication process.
- Integrating traditional and digital marketing communications.
- Advertising, sales promotion, events and experiences, public relations, direct marketing, word-of-mouth marketing, online/digital marketing, mobile marketing and personal selling.
- Social media & digital marketing: its evolution, the platforms, the tools, the future.

12. Emerging Issues in Marketing Management in a Digital Age

- Sustainable marketing: evolution, best practice in operation across the globe, business ecosystems: ideal structures for sustainable strategic marketing management practice.
- How to utilise social media tools and create impactful digital content/digital animation for B2B and B2C companies, as per international best practice.

The teaching and learning strategy consists of a combination of lectures, computer labs, local and international guest speakers (in person & on zoom) 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, national and international best practice analysis and online quizzes. Computer labs will explore how social media/digital marketing is impacting on consumers and how to create impactful content on social media for use by B2B and B2C companies. Industry collaboration and engagement will be incorporated through in-class case studies and lab work. A focus on ethics and the societal implications of sustainable marketing management in a digital age 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 which includes a multiple choice midterm exam (10%), a project incorporating the theory of marketing management (20%), a project which will assess the lab based elements of marketing management in a digital age which will include a digital content/animation project (20%) and an end of semester written exam (50%). 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: | | 50 % | | |
|-------------------------------------|-------------------------------------|---------|-------------------|-------------------|
| Form | Title | Percent | Week (Indicative) | Learning Outcomes |
| Multiple Choice | Multiple Choice Examination | 10 % | Week 6 | 1,2,3 |
| Written Report | Marketing Management Theory Project | 20 % | Week 9 | 1,2,3,4,5 |
| Project | Digital Content/Animation Project | 20 % | Week 11 | 5,6 |

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

| Full Time Average Weekly Workload: | | | 7.00 Hours | | |
|------------------------------------|----------------------|---------------------|------------|-----------|------------|
| Type | Description | Location | Hours | Frequency | Weekly Avg |
| Lecture | Lecture | Lecture Theatre | 4 | Weekly | 4.00 |
| Tutorial | Tutorial | Lecture Theatre | 1 | Weekly | 1.00 |
| Practical | Laboratory | Computer Laboratory | 2 | Weekly | 2.00 |
| Independent Learning | Independent Learning | Not Specified | 11 | Weekly | 11.00 |

Required Reading Book List

Chaffey, D., Ellis-Chadwick, F., (2022). *Chaffey: Digital Marketing 8e*. Pearson Education.
ISBN 129240096X ISBN-13 9781292400969

Learning, C., (2019). *Marketing Concepts and Strategies*.
ISBN 1473760275 ISBN-13 9781473760271

Kotler, P., Keller, K., (2021). *Marketing Management, Global Edition*. Pearson.
ISBN 1292404817 ISBN-13 9781292404813

Jobber, D., Ellis-Chadwick, F., (2019). *Principles and Practice of Marketing*
ISBN 152684723X ISBN-13 9781526847232

Tuten, L., (2020). *Principles of Marketing for a Digital Age* SAGE Publications Limited.
ISBN 1526423340 ISBN-13 9781526423344

Recommended Reading Book List

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

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 Marketing Management
- Journal of Marketing Research
- Journal of Retailing and Consumer Services
- Journal of Digital Marketing
- Journal of Direct, Data and Digital Marketing Practices
- Journal of Interactive Marketing
- Irish Marketing Journal
- Irish Marketing Review
- McKinsey Quarterly

Online Resources

- <https://prsmith.org>
- <https://hubspot.com>
- <https://mii.ie>
- <https://digitalmarketer.com/blog/>
- <https://digitalmarketinginstitute.com/en-ie/blog>
- <https://onlinemarketinginstitute.org/blog/>
- <http://emarketer.com/>
- <https://davechaffey.com>
- <https://sethgodin.typepad.com>
- <https://neilpatel.com/blog/>
- <http://entrepreneur.com>
- <http://marketingtoday.com>
- <http://marketingsherpa.com>
- <http://thinkwithgoogle.com>
- <http://marketingplatform.google.com/about>

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_BDMKG_8X7 202300 Bachelor of Business in Digital Marketing (Exit)
AL_BBSTD_7 202300 Bachelor of Business
AL_BBSTD_C 202300 Higher Certificate in Business
AL_BDMKG_6X 202300 Higher Certificate in Business in Digital Marketing (Exit)
AL_BSTUD_B 202300 Bachelor of Business (Honours)
AL_BBSTD_6X 202300 Higher Certificate in Business in (Exit)
AL_BSTUD_BX7 202300 Bachelor of Business in (Exit)
AL_BDIGM_7 202300 Bachelor of Business in Digital Marketing

| | | | |
|----------------------|---------------------------|---------------------|-------------------------|
| Full Title | Human Resource Management | | |
| Status | Uploaded to Banner | Start Term | 202300 |
| NFQ Level | 06 | ECTS Credits | 10 |
| Attendance | N/A % | | |
| Module Code | HRM06004 | Duration | Semester - (15 Weeks) |
| Grading Mode | Numeric/Percentage | Department | Business & Mgmt Studies |
| Module Author | Linda Reidy | | |
| Co Authors | Alison Sheridan | | |

Module Description

This module will enable the student to acquire an understanding of the importance of effective human resource management to the success of an organisation. It will also identify the interpersonal skills which contribute to the student's efficiency and effectiveness in the work environment. It will facilitate the student to apply theory and knowledge to real situations.

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

1. Distinguish between Personnel Management and HRM.
2. Resource staff for an organisation.
3. Design a training and development programme.
4. Examine methods of enhancing and evaluating employee performance.
5. Negotiate the area of workplace dispute resolution.
6. Appraise the landscape of Irish employee relations.

Indicative Syllabus
1. Introduction to HRM

- The evolution of the HR role.
- Theoretical differences between HR and Personnel Management.
- Core HR activities.

2. Employee Resourcing

- HR Planning: record keeping, employee profiles, job analysis, forecasting.
- Recruitment: sources of, alternatives to, constraints involved.
- Selection: the interview and other methods.

3. Managing Performance

- Training and development: preparation, methods, evaluation, induction.
- Performance appraisal: purposes of, methods, contributors, appraisal interview.
- Motivating employees: application of motivation theories.
- Reward management: factors influencing pay levels, job evaluation, the reward package.

4. Employment Relations

- Employment legislation in Ireland.
- Essential elements of a contract of employment.
- Termination: redundancy and dismissal.
- Dispute resolution: grievance and disciplinary procedures, and third party dispute resolution facilities.
- Trade unions and employer associations.

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

This module will enable the student to acquire an understanding of the importance of effective human resource management to the success of an organisation. Continuous assessment for this module will be in the form of a group project worth 30% of the total marks for the module. The project will be designed to enhance group work and successful completion of the task will require students to coordinate their efforts.

In addition to the core HR knowledge achieved, it is anticipated that communication, interpersonal and time management skills will also be developed through the completion of this project. Feedback will be given on a group basis.

The final written examination is worth 70%. 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 |
| Project | Project | 30 % | Week 8 | 1,2,3,4,5,6 |

| End of Semester / Year Formal Exam: | | 70 % | | |
|-------------------------------------|------------|---------|-------------------|-------------------|
| Form | Title | Percent | Week (Indicative) | Learning Outcomes |
| Closed Book Exam | Final Exam | 70 % | End of Semester | 1,2,3,4,5,6 |

| 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

Armstrong, M., Taylor, S., (2023). *Armstrong's Handbook of Human Resource Management Practice* Kogan Page.
ISBN 1398606634 ISBN-13 9781398606630

Ronan, C., (2018). *Human Resource Management* Red Globe Press.
ISBN 135200402X ISBN-13 9781352004021

Patrick, N., (2017). *Human Resource Management in Ireland*
ISBN 1910393177 ISBN-13 9781910393178

Reidy, L., (2015). *Make That Grade Human Resource Management* Gill Education.
ISBN 071716814X ISBN-13 9780717168149

Recommended Reading Book List

Wallace, J., (2013). *Industrial Relations in Ireland* Gill & Macmillan Ltd.
ISBN 0717143813 ISBN-13 9780717143818

Other Resources

www.enterprise.gov.ie
www.cipd.co.uk
www.workplacerelements.ie
www.labourcourt.ie
www.hsa.ie
www.hrec.ie
www.ibec.ie
www.siptu.ie
www.ictu.ie

Additional Information

- Sunday Business Post
- Daily Newspapers
- People Management

Programme Membership

AL_BBSTD_7 202300 Bachelor of Business
AL_BBSTD_C 202300 Higher Certificate in Business
AL_BBSTD_D 202300 Bachelor of Business
AL_B_J07 202200 Bachelor of Business
AL_BBSTD_6X 202300 Higher Certificate in Business in (Exit)
AL_BSTUD_BX7 202300 Bachelor of Business in (Exit)

| | | | |
|----------------------|-------------------------|---------------------|-------------------------|
| Full Title | International Economics | | |
| Status | Uploaded to Banner | Start Term | 202300 |
| NFQ Level | 06 | ECTS Credits | 10 |
| Attendance | N/A % | | |
| Module Code | ECON06014 | Duration | Semester - (15 Weeks) |
| Grading Mode | Numeric/Percentage | Department | Business & Mgmt Studies |
| Module Author | Henry Joyce | | |
| Co Authors | Alison Sheridan | | |

Module Description

This module builds on first year macroeconomics. It is of particular relevance give the globalisation of the world economy and the issues associated therewith, such as: increased international trade patterns; sustainable economic development; international economic impacts of migration; geopolitical fluidity; war and conflict.

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

1. Describe the forces that exist in the international economy and identify their relevance to business.
2. Identify the principal macro and microeconomic problems in developing countries.
3. Understand the principal theories and practices of international trade
4. Appreciate the phenomenon of globalisation.

Indicative Syllabus

1. Introduction to International Economics

- Nature and scope
- Relevance to business, politics and the policy making process
- Principal economic indicators in the international economy

2. Review of Economic Fundamentals

- Demand, supply and markets, price determination and adjustment
- National income accounting, GNP, GDP, economic growth.

3. International Trade: Theory and practice

- What is international trade?
- History and evolution
- The gains from trade in open and closed economies
- Nature and composition of international trade in the 21st Century
- Classical and Modern theories of international trade
- Barriers to trade: Tariffs and non tariff barriers, Trade sanctions
- The liberalisation of trade and the role of the World Trade Organisation (WTO) Customs unions, Free Trade areas, Common external tariff.
- Economic integration through International trade: Case studies on International trade blocs,
- Current issues in International Trade

4. Exchange rates

- Introduction and definitions, nominal and real exchange rates, Purchasing Power Parity (PPP) Practical applications: Currency conversions.
- Exchange Rate policy and exchange rate systems: merits and demerits of Fixed; Flexible; Quasi-fixed and pegged systems
- Exchange rate risk; its relevance to the internationally traded sector of the economy
- Optimum Currency Areas
- Managing exchange rate risk: introduction to hedging, forward contracts, financial instruments designed to reduce exposure to exchange rate risk
- Issues relating to a single currency in the Euro zone economy

5. The Economic Problems of Developing Countries

- Definitional issues
- The 'North-South' divide in the world economy
- Reasons underlying lack of economic development in developing countries.
- Industrial development strategies being adapted in second world and less developed countries.
- The Sustainable Development Goals (SDGs)

6. Foreign Direct Investment and the Multinational corporation

- The nature of the market for mobile international investment.
- Reasons why a multinational might invest abroad
- Costs and benefits for host countries.
- Ireland's experience.
- The Role of IDA Ireland
- The Future of Multinational investment in Ireland: Opportunities and challenges for Ireland in attracting and retaining sustainable and green Foreign Direct Investment

7. Crises and Responses in the International Economy

- Types of Crises
- Contagion and systemic Risk
- The Asian crisis of the 1990s and the Global financial crisis, the role of the IMF
- Prudential regulation, the Basel standards and capital controls.
- International non-economic crises with international economic implications- Covid 19, Military invasion etc

8. Towards a green global economy.

- Aspiration or fallacy,?
- Links to climate crisis and Sustainable Development Goals (SDGs).
- The use of Economics as a decarbonisation tool. Case Studies,
- Rethinking globalisation

9. The European Union: Institutions and principal policy areas

10. Current issues in International Economics

Teaching and Learning Strategy

This module is to be delivered in a variety of ways including lectures, seminars, group discussions, case studies and the reading of recommended articles.

The module aims to develop the students' ability to become reflective learners through the use of student-centred activities such as individual and group discussion, analysis and evaluation of appropriate case study material, the summary and dissemination of relevant economics articles in academic journals, and the analysis of markets and industries.

Assessment Strategy

Assessment will be frequent, formative and summative so as to engage the student early in the semester, and to provide feedback on their progress.

Regular formative assessments will take the form of feedback on written submissions arising from regular groupwork.

Continuous assessment 1 : (25%) Group project. Assesses L.O 3

Continuous assessment 2: (25%) Field trip Assesses L.O 4

Final Assessment: (50%). Three hour examination at the end of the semester Assesses L..O 1,2,4

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 |
| Group Project | Group project | 25 % | Week 4 | 1 |
| Group Project | Field Trip | 25 % | Week 8 | 4 |

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

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

Required Reading Book List

Reinert, A., (2020). *An Introduction to International Economics*. Cambridge University Press.
ISBN 1108455166 ISBN-13 9781108455169

Banerjee, V., Duflo, E., (2012). *Poor Economics*. Hachette UK.
ISBN 9781610391603 ISBN-13 1610391608

Recommended Reading Book List

Salvatore, D., (2019). *International Economics*. John Wiley & Sons.
ISBN 9781119554929 ISBN-13 1119554926

Leddin, J., Walsh, M., (2013). *Macroeconomics*. Gill Education.
ISBN 0717156311 ISBN-13 9780717156313

Turley, G., (2011). *Principles of Economics*. by Gerard Turley, Maureen Maloney, Francis O'Toole Gill & MacMillan.
ISBN 0717149889 ISBN-13 9780717149889

Ohagan, J W., Otoole, F., Whelan, C., (2021). *The Economy of Ireland*. Red Globe Press.
ISBN 9781350933811 ISBN-13 1350933813

Publications, U., (2022). *World Economic Situation and Prospects 2021*.
ISBN 9211091837 ISBN-13 9789211091830

Organization, W., (2021). *World Trade Statistical Review 2021*.
ISBN 9287051488 ISBN-13 9789287051486

Online Resources

www.europa.ie
www.cso.ie
www.imf.com
www.finance.gov.ie
www.OECD.org/Ireland
www.trademap.org

Other Resources

REPORTS:
The World Bank (2020) "The Economy in the time of Covid-19" Semiannual report of the Latin America and Carribean region. April 2020

Programme Membership

AL_BBSTD_7 202300 Bachelor of Business
AL_BBSTD_C 202300 Higher Certificate in Business
AL_BSTUD_B 202300 Bachelor of Business (Honours)
AL_BBSTD_6X 202300 Higher Certificate in Business in (Exit)
AL_BSTUD_BX7 202300 Bachelor of Business in (Exit)

| | | | |
|----------------------|--------------------|---------------------|-------------------------|
| Full Title | ECommerce | | |
| Status | Uploaded to Banner | Start Term | 202300 |
| NFQ Level | 06 | ECTS Credits | 10 |
| Attendance | N/A % | | |
| Module Code | ECOM06001 | Duration | Semester - (15 Weeks) |
| Grading Mode | Numeric/Percentage | Department | Business & Mgmt Studies |
| Module Author | Terry O'Neill | | |
| Co Authors | Alison Sheridan | | |

Module Description

Students will design and implement e-commerce websites suitable for a variety of businesses using the latest web technologies. The emphasis will be on practical design and implementation of an ECommerce website. Students will get hands-on practical experience in web hosting, content creation, backup and security procedures, the design process, design and implementation of an ECommerce website and measuring website performance using analytics.

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

1. Evaluate the latest platforms for website development with an emphasis on ECommerce. Examples are Wordpress, Shopify and other emerging technologies.
2. Demonstrate the importance of website design including Page Layout, Style, Menu Design, Theme Selection, Search Engine Optimisation and Web Usability.
3. Design and build a website using a Content Management System (CMS). Use HTML, CSS and Scripting to add enhancements and fixes to a website.
4. Create quality content for a website including logos, photographs, video and descriptive text. The goal is to enhance the website and improve marketing, promotion and SEO.
5. Design and build an ECommerce website using students own creative content and a state of the art ECommerce platform. Use analytics tools to assess website performance.
6. Configure, Activate and Test a Payment Gateway.

Indicative Syllabus

1. Infrastructure and Software

- Installation, Configuration and File Management of software where necessary.
- Hosting Service. Process for launching a website.
- Platform selection. Examples are Wordpress, Drupal, Joomla.
- Security, password and backup process steps.

2. WebSite Design

- Website design and development process.
- Menu Design.
- Page Layout and enhancements.
- Theme selection, Styling and use of Colour.
- Enhancements using Plugins, HTML and CSS.
- Social Media Integration.

3. Content Creation

- What is quality content.
- Guide to quality product photography.
- Logo, image and video production.
- Importance of quality descriptive text. Marketing, promotion and SEO considerations.

4. ECommerce Website Development

- Selection of ECommerce platform.
- Design of a quality ECommerce site.
- Layout Styles.
- Placement of Content.
- Management of ECommerce site. Stock control etc
- Analysing ECommerce site performance using an analytics tool. Example is Google Analytics.
- SEO techniques and practices.

Teaching and Learning Strategy

Students will be guided using demonstration and instruction in account preparation, software installation, content creation, website design and implementation and web hosting selection and use. Students will be required to submit a screencast of each assignment. The aim of these screencasts is to improve learners communication and presentation skills and to present their work professionally.

Feedback will be provided by the lecturer on each assignment. Each assignment and each set of feedback comments will feed into the next assignment.

Clear requirements and a marking scheme or rubric will be provided for each assignment. Learners will be encouraged to be creative within the assignments and complete the assignments in areas of their own interests.

Extensive use will be made of the Moodle VLE to provide students with materials such as notes, videos and links to important resources and websites.

Assessment Strategy

The module learning outcomes will be assessed through a combination of formative and summative assessment. Formative assessment will take the form of in-class presentations of Assignment 1 with feedback. Summative will be a combination of Assignment 2 and Assignment 3. Students will receive feedback throughout the development of websites in Assignment 2 and 3.

Continuous Assessment consist of 3 assignments(25%, 25% & 50%). Total 100%. Each assignment will build on the knowledge developed in the previous assignment.

Assignment 1 – Website preparation and design - configuration and content creation - 25%

Assignment 2 - Website implementation using a validated platform - 25%

Assignment 3 – Website implementation using an ECommerce Platform - 50%

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 | Website preparation and design - Configuration and content creation. | 25 % | Week 4 | 1,2 |
| Individual Project | Website implementation using the latest platform. | 25 % | Week 7 | 3,4 |
| Individual Project | ECommerce Website, creative content, screencast | 50 % | End of Semester | 5,6 |

| Full Time Average Weekly Workload: | | | 6.00 Hours | | |
|---|----------------------|---------------------|-------------------|------------------|-------------------|
| Type | Description | Location | Hours | Frequency | Weekly Avg |
| Practical | Computer Practicals | Computer Laboratory | 6 | Weekly | 6.00 |
| Independent Learning | Independent Learning | Not Specified | 12 | Weekly | 12.00 |

| Required Reading Book List |
|--|
| Laudon, C., Traver, C., (2019). <i>E-Commerce 2019</i> . Pearson. ISBN 0134998456 ISBN-13 9780134998459 |

| Journal Resources |
|--|
| International Journal of Electronic Commerce International Journal of Computers and Applications International Journal of Enterprise Information Systems |

| Online Resources |
|--|
| https://wordpress.org/ https://pixlr.com/ www.isme.ie |

| Other Resources |
|------------------------|
| None |

| Additional Information |
|-------------------------------|
| None |

| Programme Membership |
|--|
| AL_BDMKG_8 202300 Bachelor of Business (Honours) in Digital Marketing AL_BDMKG_8X7 202300 Bachelor of Business in Digital Marketing (Exit) AL_BBSTD_7 202300 Bachelor of Business AL_BBSTD_C 202300 Higher Certificate in Business AL_BDMKG_6X 202300 Higher Certificate in Business in Digital Marketing (Exit) AL_BSTUD_B 202300 Bachelor of Business (Honours) AL_BBSTD_6X 202300 Higher Certificate in Business in (Exit) AL_BSTUD_BX7 202300 Bachelor of Business in (Exit) AL_BDIGM_7 202300 Bachelor of Business in Digital Marketing |

| | | | |
|----------------------|--------------------|---------------------|-------------------------|
| Full Title | Insurance | | |
| Status | Uploaded to Banner | Start Term | 202300 |
| NFQ Level | 06 | ECTS Credits | 10 |
| Attendance | N/A % | | |
| Module Code | INSB06003 | Duration | Semester - (15 Weeks) |
| Grading Mode | Numeric/Percentage | Department | Business & Mgmt Studies |
| Module Author | Karen Guest | | |
| Co Authors | Alison Sheridan | | |

Module Description

The aim of this module is to introduce students to the principles, practice, institutions and products within the contemporary insurance industry.

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

1. Explain how Insurance operates as a risk transfer mechanism.
2. Describe and compare the roles of various professional and institutional participants in the insurance industry.
3. Explain and demonstrate the principles of underwriting insurance.
4. Define and explain the various principles of insurance and apply the principles to both personal and business financial risk scenarios.
5. Explain the legal environment and its impact on the principles of insurance.
6. Explain the structure of insurance documentation such as proposal forms, policies, cover notes, claims management and renewals.
7. Research, assemble and present data and information based on current developments and issues relevant to the insurance industry.

Indicative Syllabus

1. Insurance and Risk

- Nature and classifications of insurance.
- Management of risk.
- Functions of and benefits of insurance
- Classes of insurance.
- Insurable risks.
- The insurance marketplace.

2. Insurance Institutions & Intermediaries

- Proprietary, mutual, self-insurers, captive insurance.
- Reinsurance companies, Lloyds of London.
- The IFSC and the international insurance sector.
- Insurance agents, brokers and intermediaries.
- Current topics and developments relating to insurance institutionsP

3. Legal Environment

Torts of negligence, trespass, strict liability. Statutory duties.

4. Principles of insurance

- Insurable interest
- Utmost good faith.
- Proximate cause, indemnity, subrogation, contribution.

5. Insurance documentation

- Proposal forms, policies

6. Underwriting and claims

- Underwriting.
- Premium calculations.
- Impact of legislation and competition on pricing.
- Claims procedures and management.

Teaching and Learning Strategy

Class time will consist mainly of lectures and problem based learning where questions will be tackled by students under the supervision of the lecturer. Some of this class time will also be devoted to project development tutorials.

Students will be expected to enrol in the Insurance Moodle page available on the TUS Midlands website. This page will be administered by the lecturer and will allow registered students to access all relevant lecture notes, assessments, video tutorials, directed web readings and resources. Other information relevant to the course, such as assessment and assignment dates and times, will also be made available via this page.

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

Reference will be made to current industry developments throughout the module.

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

TUS Midlands 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 formative and summative and will take the form of Moodle delivered quizzes and a written project.

These Moodle Quizzes will be worth 20% of the final mark and will be of a similar format to that used by the Insurance Institute in their professional examinations.

For the written project, students will research, produce and present a report that examines a current issue, policy or product in the Insurance industry.

This project will be worth 20% of the final mark.

A three-hour final exam will take place at the end of the semester. This will be worth 60% of the final mark.

Feedback on the end of semester final examination is available via the service to student days, notice of which will issue 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: | | 40 % | | |
|-------------------------------------|--------------------|---------|-------------------|-------------------|
| Form | Title | Percent | Week (Indicative) | Learning Outcomes |
| Multiple Choice | Moodle Quiz | - % | OnGoing | |
| Assessment | Moodle Quiz | 20 % | OnGoing | 1,2,3,4,5 |
| Individual Project | Individual Project | 20 % | Week 10 | 7 |

| End of Semester / Year Formal Exam: | | 60 % | | |
|-------------------------------------|------------|---------|-------------------|-------------------|
| Form | Title | Percent | Week (Indicative) | Learning Outcomes |
| Closed Book Exam | Final Exam | 60 % | End of Semester | 1,2,3,4,5,6 |

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

Required Reading Book List

The Insurance Institute, *The Nature of Insurance CIP-01*. Recent Edition. The Insurance Institute.

Recommended Reading Book List

Ward, A., (2016). *An Introduction to Personal Finance*. ISBN 1910374636 ISBN-13 9781910374634

Holyoake, J., Weipers, W., (2002). *Insurance*. ISBN 0852976755 ISBN-13 9780852976753

Rejda, E., (2013). *Principles of Risk Management and Insurance* Pearson. ISBN 0273789945 ISBN-13 9780273789949

Kwon, W., (2007). *Risk Management and Insurance: Perspectives in a Global Economy* Wiley-Blackwell. ISBN 1405125411 ISBN-13 9781405125413

Non ISBN Literary Resources

Fundamentals of Insurance [electronic resource] by PK Gupta available on the TUS Midlands library website

<https://search.ebscohost.com/login.aspx?direct=true&AuthType=shib&db=cat06239a&AN=ait.68800&site=eds-live&custid=s56985>

Insurance Theory and Practice [Electronic Resource] by Rob Thoys available on the TUS Midlands library website

<https://search.ebscohost.com/login.aspx?direct=true&AuthType=shib&db=cat06239a&AN=ait.220424&site=eds-live&custid=s5698580>

Journal Resources

Risk Management & Insurance Review

ISSN:1098-1616

<https://www.wiley.com/en-us>

Journal of Insurance Issues

ISSN:1531-6076

<http://www.wria.org/wriajii.htm>

Journal of Insurance Regulation

ISSN:0736-248X

http://www.naic.org/store_jir.htm

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

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

[Accounting, Finance & Governance Review](#)

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

afgr.scholasticahq.com

Online Resources

Brokers Ireland , 2022. [Online]

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

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/>

European Central Bank, 2022. [Online]

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

Financial Times, 2022. [Online]

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

Insurance Confidential, 2022. [Online]

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

Insurance Ireland , 2022. [Online]

Available at: <https://www.insuranceireland.eu/>

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

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

Society Chartered Surveyors Ireland , 2022. [Online]

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

The Insurance Institute, 2022. [Online]

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

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_BBSTD_7 202300 Bachelor of Business

AL_BBSTD_C 202300 Higher Certificate in Business

AL_BSTUD_B 202300 Bachelor of Business (Honours)

AL_BBSTD_6X 202300 Higher Certificate in Business in (Exit)

AL_BSTUD_BX7 202300 Bachelor of Business in (Exit)

| | | | |
|----------------------|--|---------------------|-------------------------|
| Full Title | Financial Accounting 2 | | |
| Status | Uploaded to Banner | Start Term | 202300 |
| NFQ Level | 06 | ECTS Credits | 10 |
| Attendance | N/A % | | |
| Module Code | ACCT06017 | Duration | Semester - (15 Weeks) |
| Grading Mode | Numeric/Percentage | Department | Business & Mgmt Studies |
| Module Author | Paul Prendergast | | |
| Co Authors | Alison Sheridan, Luke Fannon, William Meaney, Brendan McLarney | | |

Module Description

This module aims to enable the student to acquire an appreciation of the more advanced aspects of financial reporting than the introductory first year course.

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

1. Record financial transactions & produce final accounts using accounting software.
2. Prepare accounts for unincorporated entities.
3. Apply accounting concepts and accounting standards in the preparation of accounting statements and disclosure notes for incorporated entities.
4. Prepare and present statements of cash flow and interpret and reconcile movements in cash balances
5. Prepare simple consolidated financial statements.

Indicative Syllabus
1 Use of Accounting Software (Sage accounts 50)

- Understand the basics of an accounting package.
- Setting up suppliers, customers, products, & bank accounts.
- Entering purchases, sales, returns, & cash postings.
- Calculating and entering adjustments such as accruals, prepayments, depreciation and inventory,
- Dealing with international suppliers and foreign currency.
- Producing reports, including the month-end Income Statement and Balance Sheet/SoFP.

2 Apply accounting concepts and accounting standards in the preparation of accounting statements and disclosure notes for incorporated entities and unincorporated entities such as partnerships and club/societies.

- Single entity published standard financial statements or extracts of: (Statement of Profit and Loss and Other Comprehensive Income, Statement of Financial Position, and Statement of Changes in Equity, including disclosures) to comply with statutory requirements, incorporating transactions covered by accounting standards (mentioned below) and other relevant adjustments. Mention of growing ESG expectations/requirements.
- Accounting for specific issues in accordance with International GAAP/IFRS including the following: Inventories (IAS 2); IAS 8 – Accounting Policies, Changes in Accounting Estimates and Errors, Events after the reporting period (IAS 10); Government Grants (IAS 20); Provisions and contingencies (IAS 37); Non current assets (IAS 16 – Introduction to the standard); Accounting for Leases (IFRS 16); Intangible assets (IAS 38 – Introduction to the standard).

3. Prepare accounts for unincorporated entities
Partnership accounts

Explain the purpose and content of a partnership agreement.

Explain, calculate and account for appropriations of profit:

- Salaries of partners
- Interest on drawings
- Interest on capital
- Share of residual profit (the amount of profit available to be shared between the partners in the profit or loss sharing ratio, after all other appropriations have been made)

Explain the difference between partners' capital and current accounts. Prepare the partners' capital and current accounts.

Prepare the final accounts for a partnership. Explain and account for the admission of a new partner including the treatment of any goodwill arising.

Accounts for clubs and societies

The receipts and payments account

An income and expenditure account

Bar trading account

Statement of financial position

Typical income items for clubs including; a) Subscriptions from members; b) Life memberships; c) Profit from disposal of assets; d) Profits from running events) Deposit interest received.

4. Prepare and present statements of cash flow and interpret and reconcile movements in cash balances

Differentiate between profit and cash flow.

Understand the need for management to control cash flow.

Recognise the benefits and drawbacks to users of the financial statements of a statement of cash flows.

Classify the effect of transactions on cash flows.

Calculate the figures needed for the statement of cash flows including:

Cash flows from operating activities

Cash flows from investing activities

Cash flows from financing activities

Calculate the cash flow from operating activities using the indirect and direct method.

Prepare statements of cash flows and extracts from statements of cash flows from given information

Identify the treatment of given transactions in a company's statement of cash flows.

5. Prepare simple consolidated financial statements.

Define and describe the following terms in the context of group accounting:

i) Parent

ii) Subsidiary

iii) Control

iv) Consolidated or group financial statements

v) Non-controlling interest

vi) Trade / simple investment

Identify subsidiaries within a group structure.

Describe the components of and prepare a consolidated statement of financial position or extracts thereof including:

- Fair value adjustments at acquisition on land and buildings (excluding depreciation adjustments)
- Fair value of consideration transferred from cash and shares (excluding deferred and contingent consideration)
- Elimination of intra-group trading balances (excluding cash and goods in transit)
- Removal of unrealised profit arising on intra-group trading
- Acquisition of subsidiaries part way through the financial year

Calculate goodwill (excluding impairment of goodwill) using the full goodwill method only as follows:

Fair value of consideration

Fair value of non-controlling interest

Less fair value of net assets at acquisition

Goodwill at acquisition

Describe the components of and prepare a consolidated statement of profit or loss or extracts thereof including:

- Elimination of intra-group trading balances (excluding cash and goods in transit)
- Removal of unrealised profit arising on intra-group trading
- Acquisition of subsidiaries part way through the financial year

Discuss how sustainability is addressed in financial statements.

Associates

Define and identify an associate and significant influence and identify the situations where significant influence exists.

Describe the key features of a parent-associate relationship and be able to identify an associate within a group structure.

Describe the principle of the equity method of accounting for Associate entities

Accounting Scandals

Understand what was wrong with the financial statements of some of the famous accounting scandals.

Understand the components of the fraud triangle and the pressures that financial accountants can come under to engage in unethical behaviour.

Teaching and Learning Strategy

The lecturer will introduce the topic and demonstrate with numerical examples. The students will then attempt practice questions. There will be multiple-choice questions available on Moodle. A standard text book is also available.

There will also be a practical in an IT lab using Sage accounts 50 software. Notes and videos on the software will be provided and cases demonstrated in class. The software available to students will progress from PC based Sage Accounts 50 to web-based Sage Business for 2024.

Assessment Strategy

There will be one written exam assessment in week 7 (15%), a computer-based bookkeeping exam in week 12 (15%), and a final written end of semester examination (70%).

Assessment in Week 7 on Companies Accounts for Publication, theory to week 6 and 10 MCQ questions.

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: | | 30 % | | |
|-------------------------------------|--------------------------------|---------|-------------------|-------------------|
| Form | Title | Percent | Week (Indicative) | Learning Outcomes |
| Closed Book Exam | Mid-term assessment | 15 % | Week 7 | 2 |
| Practical Evaluation | Other Exam Computer Assessment | 15 % | Week 12 | 1 |

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

| Full Time Average Weekly Workload: | | | 8.00 Hours | | |
|------------------------------------|----------------------|---------------------|------------|-----------|------------|
| Type | Description | Location | Hours | Frequency | Weekly Avg |
| Lecture | Lecture | Flat Classroom | 6 | Weekly | 6.00 |
| Practical | Computer Laboratory | Computer Laboratory | 2 | Weekly | 2.00 |
| Independent Learning | Independent Learning | Not Specified | 10 | Weekly | 10.00 |

Required Reading Book List

Sangster, A., Gordon, L., Wood, F., (2021). *Frank Wood's Business Accounting*. ISBN 1292365439 ISBN-13 9781292365435

Wood, F., Sangster, A., (2015). *Frank Wood's Business Accounting 1*. Pearson Education Limited. ISBN 1292084669 ISBN-13 9781292084664

Sangster, A., Wood, F., (2018). *Frank Wood's Business Accounting 2*. ISBN 1292209178 ISBN-13 9781292209173

Mantovani, B., (2019). *Sage 50 Accounts in Easy Steps* In Easy Steps. ISBN 1840788658 ISBN-13 9781840788655

Recommended Reading Book List

Ireland, C., *Double-Entry Bookkeeping Toolkit CAP 1*. 2019 Editionth Edition. Chartered Accountants Ireland.

Kelly, E., (2016). *Sage 50 Accounts For Dummies*. John Wiley & Sons. ISBN 9781119214151 ISBN-13 1119214157

Journal Resources

Accountancy Plus - Journal of the Institute of Certified Public Accountants in Ireland

Accountancy Ireland - Journal of the Institute of Chartered Accountants in Ireland

AB Accounting and Business - ACCA Journal

Online Resources

<https://www.ft.com>
<https://www.businessworld.ie>
<https://www.sbpost.ie>
<https://www.irishtimes.com>
<https://www.independent.ie>
<https://www.economist.com>
<https://www.cimaglobal.com>
<https://www.accaglobal.com>
<https://cpaireland.ie>
<https://www.iipa.ie>
<https://www.icaireland.ie>
www.ait.ie (moodle)
<https://www.youtube.com> (Videos)

Other Resources

Library
Open-Access area for I.T. practice
Practice Questions and Solutions available on Moodle

Additional Information

Comprehensive list of resources on Moodle.

Programme Membership

AL_BBSTD_7 202300 Bachelor of Business
AL_BBSTD_C 202300 Higher Certificate in Business
AL_BSTUD_B 202300 Bachelor of Business (Honours)
AL_BBSTD_6X 202300 Higher Certificate in Business in (Exit)
AL_BSTUD_BX7 202300 Bachelor of Business in (Exit)

| | | | |
|----------------------|--|---------------------|-------------------------|
| Full Title | French 2.2 | | |
| Status | Uploaded to Banner | Start Term | 202300 |
| NFQ Level | 06 | ECTS Credits | 05 |
| Attendance | N/A % | | |
| Module Code | FREN06042 | Duration | Semester - (15 Weeks) |
| Grading Mode | Numeric/Percentage | Department | Business & Mgmt Studies |
| Module Author | Marguerite Shanley | | |
| Co Authors | Mairead Seery, Imelda Cooke, Geraldine Ward, Alison Sheridan, Audrey O'Beirne-Cleary | | |

Module Description

This module will develop students' French language skills and cultural awareness so that they can communicate in formal and informal interactions in French-speaking countries. It broadly corresponds to Level A2 on the Common European Framework of Reference for Languages (CEFR).

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

1. present information orally in French using correct pronunciation;
2. initiate and participate in structured situations and short informal conversations in workplace environments;
3. demonstrate understanding of simple, factual texts;
4. write straightforward connected texts on a range of familiar subjects.

Indicative Syllabus

Office and workplace routine in French-speaking countries
 Interacting with colleagues in person and using technology (ie. telephone and other online platforms)
 Intercultural awareness and interpersonal communication
 Introduction to the business world of French-speaking countries
 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.

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 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 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 | 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 |

Required Reading Book List

Angela, D., (2019). *Façon de Parler 1 French for Beginners 6ED Activity Book Teach Yourself*. ISBN 1529374219 ISBN-13 9781529374216

Angela, D., (2019). *Façon de Parler 1 French for Beginners 6ED course Book Teach Yourself*. ISBN 1529374227 ISBN-13 9781529374223

Angela, D., (2013). *Façon de Parler 2 Activity Book 5ED* John Murray Language. ISBN 1444181246 ISBN-13 9781444181241

Heminway, A., (2018). *Practice Makes Perfect: Complete French All-in-One, Second Edition* McGraw-Hill Education. ISBN 1260121038 ISBN-13 9781260121032

Journal Resources

French Cultural Studies

French Politics Culture and Society

Modern and Contemporary France

Online Resources

Online resources may be used from the following websites:

www.bonjourdefrance.com

<https://www.bbc.co.uk/languages/french/index.shtml>

www.wordreference.com (online dictionary)

<https://www.francaisavec pierre.com/>

<https://www.lepointdufle.net/penseigneur/fle-internet.htm>

<http://lexiquefle.free.fr/>

<https://www.francaisfacile.com/cours/>

Programme Membership

AL_BLAWS_8 202300 Bachelor of Laws (Honours) in Law
AL_BLAWS_8X7 202300 Bachelor of Arts in Legal Studies (Exit)
AL_BSTUD_B 202300 Bachelor of Business (Honours)
AL_BINTL_8 202300 Bachelor of Business (Honours) in International Business
AL_BINTL_8X7 202300 Bachelor of Business in International Business (Exit)
AL_BBSTD_7 202300 Bachelor of Business
AL_BBSTD_C 202300 Higher Certificate in Business
AL_BBSTD_D 202300 Bachelor of Business
AL_B_J07 202200 Bachelor of Business
AL_BINTL_6X 202300 Higher Certificate in Business in International Business (Exit)
AL_BBSTD_6X 202300 Higher Certificate in Business in (Exit)
AL_BSTUD_BX7 202300 Bachelor of Business in (Exit)

| | | | |
|----------------------|---|---------------------|-------------------------|
| Full Title | Spanish 2.2 | | |
| Status | Uploaded to Banner | Start Term | 202300 |
| NFQ Level | 06 | ECTS Credits | 05 |
| Attendance | N/A % | | |
| Module Code | SPAN06026 | Duration | Semester - (15 Weeks) |
| Grading Mode | Numeric/Percentage | Department | Business & Mgmt Studies |
| Module Author | Geraldine Ward | | |
| Co Authors | Doireann O'Callaghan, Elsie Burgoyne, Alison Sheridan | | |

Module Description

This module will develop students' Spanish language skills and cultural awareness so that they can communicate in formal and informal interactions in Spanish-speaking countries.

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

1. present information orally in Spanish using correct pronunciation;
2. initiate and participate in structured situations and short informal conversations in workplace environments;
3. demonstrate understanding of simple, factual texts;
4. write straightforward connected texts on a range of familiar subjects.

Indicative Syllabus

Office and workplace routine in target-language countries
 Interacting with colleagues in person and using technology (ie. telephone and other online platforms)
 Intercultural awareness and interpersonal communication
 Introduction to the business world of the TLCs
 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 Institute 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 | 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 |

Required Reading Book List

Carvajal, C., (2013). *Compact Oxford Spanish Dictionary*. Oxford University Press.
ISBN 9780199663309 ISBN-13 0199663300

Martin, R., (2018). *Pasos 2 (Fourth Edition): Spanish Intermediate Course*. John Murray Language.
ISBN 1473664063 ISBN-13 9781473664067

Nissenberg, G., (2020). *Practice Makes Perfect: Complete Spanish Grammar, Premium Fourth Edition* McGraw-Hill Education.
ISBN 126046315X ISBN-13 9781260463156

Michael, M., *Spanish Business Situations*. Psychology Press.
ISBN 041512848X ISBN-13 9780415128483

Journal Resources

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

<https://studyspanish.com/>

<https://www.bbc.co.uk/languages/spanish/>

<https://www.spanishdict.com/pronunciation>

<https://studyspanish.com/pronunciation>

<https://www.spanish-games.net/>

Programme Membership

AL_BLAWS_8 202300 Bachelor of Laws (Honours) in Law
 AL_BLAWS_8X7 202300 Bachelor of Arts in Legal Studies (Exit)
 AL_BSTUD_B 202300 Bachelor of Business (Honours)
 AL_BINTL_8 202300 Bachelor of Business (Honours) in International Business
 AL_BINTL_8X7 202300 Bachelor of Business in International Business (Exit)
 AL_BBSTD_7 202300 Bachelor of Business
 AL_BBSTD_C 202300 Higher Certificate in Business
 AL_BBSTD_D 202300 Bachelor of Business
 AL_B_J07 202200 Bachelor of Business
 AL_BINTL_6X 202300 Higher Certificate in Business in International Business (Exit)
 AL_BBSTD_6X 202300 Higher Certificate in Business in (Exit)
 AL_BSTUD_BX7 202300 Bachelor of Business in (Exit)

| | | | |
|----------------------|--|---------------------|-------------------------|
| Full Title | German 2.2 | | |
| Status | Uploaded to Banner | Start Term | 202300 |
| NFQ Level | 06 | ECTS Credits | 05 |
| Attendance | N/A % | | |
| Module Code | GERM06024 | Duration | Semester - (15 Weeks) |
| Grading Mode | Numeric/Percentage | Department | Business & Mgmt Studies |
| Module Author | Eimear Kelly | | |
| Co Authors | Mairead Seery, Doireann O'Callaghan, Alison Sheridan, Marguerite Shanley, Audrey O'Beirne-Cleary | | |

Module Description

This module will develop students' German language skills and cultural awareness so that they can communicate in formal and informal interactions in German-speaking contexts.

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

1. present information orally in German using correct pronunciation;
2. initiate and participate in structured situations and short informal conversations in workplace environments;
3. demonstrate understanding of simple, factual texts;
4. write straightforward connected texts on a range of familiar subjects.

Indicative Syllabus

Office and workplace routine in target-language countries
 Interacting with colleagues in person and using technology (ie. telephone and other online platforms)
 Intercultural awareness and interpersonal communication
 Introduction to the business world of the TLCs
 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.

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Assessment Strategy

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

Repeat Assessment Strategies

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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 | 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 |

Required Reading Book List

Wuehrer, I., (2016). *Foundations German 1*. 3rd Edition. Palgrave.
ISBN 1137579188 ISBN-13 9781137579188

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

Online 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_a2/a2_uebungen_index.htm

https://www.schubert-verlag.de/aufgaben/uebungen_b1/sb1_uebungen_index.htm

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

<https://www.dw.com/en/learn-german/german-courses/s-2547>

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

https://www.deutsch-lernen.com/learn-german-online/beginners/exercises_summary.htm

<https://deutschlernblog.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_BINTL_8X7 202300 Bachelor of Business in International Business (Exit)
AL_BBSTD_7 202300 Bachelor of Business
AL_BBSTD_C 202300 Higher Certificate in Business
AL_BBSTD_D 202300 Bachelor of Business
AL_B_J07 202200 Bachelor of Business
AL_BINTL_6X 202300 Higher Certificate in Business in International Business (Exit)
AL_BBSTD_6X 202300 Higher Certificate in Business in (Exit)
AL_BSTUD_BX7 202300 Bachelor of Business in (Exit)