



APPROVED

Awards	
Ordinary Bachelor Degree	
Mode of Delivery:	Full Time, ACCS
No. of Semesters :	6
NFQ Level:	7
Programme Credits:	180
Language of Instruction:	English
Department:	Wexford

Semester Schedules

Stage 1 / Semester 1

Mandatory	
Module Code	Module Title
SKLS C1703	Academic and Professional Skills
STAT C1703	Statistics and Forecasting
ECON C1701	Microeconomics
MGMT C1704	Introduction to Management
SKLS C1708	Digital Skills

Stage 1 / Semester 2

Elective Regulation
Students must take 2 electives.

Mandatory	
Module Code	Module Title
PRAC C1707	Customer Service in Practice
ECON C1702	Macroeconomics
BUSS C1703	Investment Maths
ENTR C1701	Managing an Enterprise
ACCT C1702	Fundamentals of Financial Accounting

Stage 2 / Semester 1

Elective Regulation
Students must choose two 5 credit modules from the available choices

Mandatory	
Module Code	Module Title
BUSS H1701	Business Law
BUSS H2703	Cost Accounting
MKTG H2701	Introduction to Marketing
Elective	
Module Code	Module Title
BUSS H2704	People Management
BUSS H2705	Managerial Economics
BUSS H2709	Financial Reporting

Stage 2 / Semester 2

Elective Regulation

Students must choose two 5 credit modules from the available choices. Students may EXIT with a Higher Certificate in Business (Embedded Award) provided they have achieved the required Level 6 learning outcomes. Academic regulations apply.

Mandatory	
Module Code	Module Title
BUSS H2708	Management Accounting
MKTG H2710	Marketing Mix
APPL C2704	Digital Applications
Elective	
Module Code	Module Title
BUSS H2711	Human Resource Management Skills
BUSS H2712	Economic Policy
ACCT H2713	Computerised Accounting

Stage 3 / Semester 1

Elective Regulation

Business stream students must choose one elective at 5 credits. *Digital Marketing stream modules are mandatory: Marketing Management, Digital Marketing, Business Research Methods (common to both streams) and Operations Management and Digital Media Design.

Mandatory	
Module Code	Module Title
MKTG_1	Marketing Management
FNCE	Financial Management
DIGT C4R00	Digital Marketing
RECH_1	Business Research Methods

Group Elective 3	
Module Code	Module Title
MGMT	Operations Management
DSGN	Digital Media Design - (For Digital Marketing Stream-Business)

Elective	
Module Code	Module Title
LAWS	Commercial Law
ECON	European Economics
ACCT	Fund Accounting

Stage 3 / Semester 2

Elective Regulation

Students may exit with a Bachelor of Business (Embedded award) provided they have achieved the required Level 7 learning outcomes. Academic regulations apply.

Mandatory	
Module Code	Module Title
BUSS H3706	Placement Preparation and Practice