



APPROVED

Awards	
Ordinary Bachelor Degree	
Mode of Delivery:	Full Time
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
CULT C1709	Irish Natural Heritage and Landscape
EVEN C1703	Principles of Event Management
SKLS C1703	Academic and Professional Skills
SKLS C1708	Digital Skills
STAT C1703	Statistics and Forecasting

Stage 1 / Semester 2

Mandatory	
Module Code	Module Title
BUSS C1703	Investment Maths
CULT C1710	Irish Cultural Heritage
EVEN C1704	Event Management
PRAC C1707	Customer Service in Practice
TOUR C1702	Introduction to Tourism

Stage 2 / Semester 1

Mandatory	
Module Code	Module Title
BUSS H2701	Event Planning
MKTG H2701	Introduction to Marketing
BUSS H2703	Tourism Elements
BUSS H2704	Irish Folklore and Tradition
BUSS H2705	Digital Technologies

Stage 2 / Semester 2

Mandatory	
Module Code	Module Title
MKTG H2710	Marketing Mix
BUSS H1713	Event Sustainability
BUSS H2706	Event Operational Control
BUSS H2707	Built Heritage Appreciation
BUSS H2702	Irish Tour Guiding

Stage 3 / Semester 1

Elective Regulation
Students must choose one option at 5 credits

Mandatory	
Module Code	Module Title
BUSS H3701	International Tourism and Destination Management
RECH H3702	Applied Research Skills
BUSS H3703_1	Financial Management
BUSS H3704	Law and Regulations for Tourism and Event Management
Elective	
Module Code	Module Title
BUSS H2704	People Management
BUSS H3705	Contemporary Irish Literature

Stage 3 / Semester 2

Mandatory	
Module Code	Module Title
BUSS H3706	Placement Preparation and Practice