



APPROVED

Awards	
Honours Bachelor Degree	
Mode of Delivery:	Full Time
No. of Semesters :	8
NFQ Level:	8
Programme Credits:	240
Language of Instruction:	English
Department:	Wexford

Semester Schedules

Stage 1 / 60 ECTS / 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 / 60 ECTS / 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

Elective Regulation

Note Irish Tour Guiding is a 10 credit module delivered over both semesters, credits for this module are awarded in semester 2.

Mandatory	
Module Code	Module Title
BUSS H2701	Event Planning
MKTG H2701	Introduction to Marketing
BUSS H2702	Irish Tour Guiding
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

Stage 3 / 60 ECTS / 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 H2711	Human Resource Management Skills
BUSS H3705	Contemporary Irish Literature

Stage 3 / 60 ECTS / Semester 2

Mandatory	
Module Code	Module Title
BUSS H3706	Placement Preparation and Practice

Stage 4 / 60 ECTS / Semester 1

Elective Regulation

Students have two sets of elective options; Group Elective 1 (GE1) and Group Elective 2 (GE2), students make one choice from each.

Mandatory	
Module Code	Module Title
MGMT H4701_1	Strategic Management: Analysis
MKTG H4702_1	Services Marketing
DIGT C4R00	Digital Marketing
BUSS H4705_1	Tourism and Event Dissertation (Part 1 of 2)
Group Elective 1	
Module Code	Module Title
BUSS H4706	Irish Art & Design
DSGN H4707_1	Entrepreneurship
Group Elective 2	
Module Code	Module Title
BUSS H4708	Sustainable Tourism Development (Part 1 of 2)
BUSS H4709	Event Management Project (Part 1 of 2)

Stage 4 / 60 ECTS / Semester 2

Elective Regulation

Elective options are 10 credits and run over both semesters, students make their choice in semester 1.

Mandatory	
Module Code	Module Title
BUSS H4710	Data Analytics (Tourism and Event Management)
BUSS H4712_1	Strategic Management: Advantage
BUSS H4705_1	Tourism and Event Dissertation (Part 2 of 2)

Group Elective 2	
Module Code	Module Title
BUSS H4708	Sustainable Tourism Development (Part 2 of 2)
BUSS H4709	Event Management Project (Part 2 of 2)