



APPROVED

Awards	
Honours Bachelor Degree	
Mode of Delivery:	Full Time, ACCS
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
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 / 60 ECTS / 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 / 60 ECTS / 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 / 60 ECTS / 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 / 60 ECTS / Semester 1

Elective Regulation

Business stream students must choose one elective at 5 credits. *Digital Marketing stream; all 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
DSGN	Digital Media Design - (For Digital Marketing Stream-Business)
MGMT	Operations Management
Elective	
Module Code	Module Title
LAWS	Commercial Law
ACCT	Fund Accounting
ECON	European Economics

Stage 3 / 60 ECTS / 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

Stage 4 / 60 ECTS / Semester 1

Elective Regulation

Students on the Business stream must choose one elective at 10 credits from Entrepreneurship, International Business, Global Economics and Derivatives and the Regulatory Environment. *Digital Marketing Stream students have four mandatory modules; Digital Marketing Research Project, Entrepreneurship, Strategic Management: Analysis, User Interface and Experience Design as well as a choice of one elective at 10 credits from International Business, Services Marketing and Financial Management.

Mandatory	
Module Code	Module Title
DISS	Business Dissertation (Part 1 of 2)
MGMT	Operations Management
MGMT H4701_1	Strategic Management: Analysis
MKTG H4702_1	Services Marketing
Group Elective 3	
Module Code	Module Title
RECH	Digital Marketing Research Project (Part 1 of 2)
DSGN H3701	User Interface and Experience Design
Group Elective 4	
Module Code	Module Title
FNCE	Financial Management
Elective	
Module Code	Module Title
DSGN H4707_1	Entrepreneurship
BUSS_1	International Business
ECON_1	Global Economics
LAWS	Derivatives and the Regulatory Environment

Stage 4 / 60 ECTS / Semester 2

Elective Regulation

Business Stream: all modules are mandatory, Business Dissertation, Data Analytics, Strategic Management: Advantage, Corporate Finance *Digital Marketing Stream: all modules are mandatory, Digital Marketing Research Project, Data Analytics, Strategic Management: Advantage and Web Design Methods

Mandatory	
Module Code	Module Title
DATA_1	Data Analytics
BUSS H4712_1	Strategic Management: Advantage
FNCE	Corporate Finance
DISS	Business Dissertation (Part 2 of 2)
Group Elective 3	
Module Code	Module Title
DSGN	Web Design Methods
RECH	Digital Marketing Research Project (Part 2 of 2)