



APPROVED

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

Semester Schedules

Stage 1 / 60 ECTS / Semester 1

Elective Regulation

Students must take ONE elective. Erasmus and international students can NOT take their own native/first language as an elective.

Mandatory	
Module Code	Module Title
INFO C1318	IT for Business
BUSS C1320	Quantitative Techniques 1
ECON C1315	Microeconomics
ACCT C1322	Business Financial Accounting 1

Elective	
Module Code	Module Title
COMM C1405	Communications and Academic Writing
FREN C1405	French I
GERM C1405	German I

Stage 1 / 60 ECTS / Semester 2

Elective Regulation

Students must take ONE elective. Erasmus and international students can NOT take their own native/first language as an elective.

Mandatory	
Module Code	Module Title
MGMT C1404	Management
BUSS C1405	Quantitative Techniques 2
FNCE C1406	Macroeconomics
ACCT C1323	Business Financial Accounting 2
Elective	
Module Code	Module Title
BUSS C1406	Business Psychology 1
FREN C1406	French II
GERM C1406	German II

Stage 2 / 60 ECTS / Semester 1

Elective Regulation

Students must take ONE elective. Erasmus and international students can NOT take their own native/first language as an elective. Students can EXIT at this stage of the programme with a Higher Certificate in Business (Embedded Exit Award), provided they have achieved the required Level 6 learning outcomes. Academic Regulations apply.

Mandatory	
Module Code	Module Title
LAWS C2400	Business Law
MKTG C2404	Introduction to Marketing
BUSS C2404	Business Applications 3
MKTG C2404	Human Resource Management 1
Elective	
Module Code	Module Title
BUSS H2304	Business Psychology 2
FNCE C2402	Intermediate Financial Accounting 1
FREN C2405	French III
GERM C2405	German III

Stage 2 / 60 ECTS / Semester 2

Elective Regulation

Students must take ONE elective. Erasmus and international students can NOT take their own native/first language as an elective. Students may EXIT at this stage of the Programme with a Higher Certificate in Business (Embedded Exit Award), provided they have achieved the required Level 6 learning outcomes. Academic Regulations apply.

Mandatory	
Module Code	Module Title
ACCT C2349	Business Management Accounting
MGMT C2328	Supply Chain Management
ECON C2310	Macroeconomy of Ireland
MKTG C2315	Contemporary Marketing Practice
Elective	
Module Code	Module Title
FNCE C2319	Intermediate Financial Accounting 2
MGMT H2312	Human Resource Management 2
BUSS H2314	Business Applications 4
FREN H2317	French IV
GERM H2315	German IV

Stage 2 Exit Only Award : Higher Diploma

Stage 3 / 60 ECTS / Semester 1

Elective Regulation

Learners must select 2 x 5ECTS modules from Electives. Erasmus and international students can NOT take their own native/first language as an elective.

Mandatory	
Module Code	Module Title
FNCE C3323	Business Finance
MKTG H3325	Market and Customer Insights
PSYC H3304	Consumer Psychology and Behaviour
COMM H2307	Integrated Marketing Communications
Elective	
Module Code	Module Title
MKTG C3321	Marketing for Services
SELL H3328	Professional Selling
MKTG C4807	Sustainable Marketing
MGMT C4805	Event Management
FREN C3310	French V
GERM C3311	German V
BUSS H3004	Business English 1
MGMT H4324	Shopper Category Management

Stage 3 / 60 ECTS / Semester 2

Elective Regulation

Learners select 30 credits from either GE 1 or GE2 or GE3 For GE3 they must select the Marketing Internship Project plus 3x 5 credit modules Learners may EXIT at this stage of the programme with a BBus in Marketing (Embedded Exit Award, provided they have achieved the required Level 7 learning outcomes. Academic Regulations apply.

Group Elective 1	
Module Code	Module Title
WKPL C3313	Work Placement

Group Elective 2	
Module Code	Module Title
PROJ C3802	Study Semester Abroad

Group Elective 3	
Module Code	Module Title
SELL H3307	Sales Management
MKTG	Marketing Internship Project
BUSS H3006	Strategic Service and CX Excellence
MKTG C4320	New Product Innovation
LANG C3309	Business English 2

Stage 3 Exit Only Award : Ordinary Bachelor Degree