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