



Bachelor of Arts (Hons) in Business Studies

KEY INFORMATION

Course Type:	Undergraduate Full-Time
Delivery:	In-Class
NFQ:	Level 8
Accredited:	QQI
Duration:	3 Years



QQI

Quality and Qualifications Ireland
Dearbhú Cáilíochta agus Cáilíochtaí Éireann



**Independent
College**

COURSE OVERVIEW

The BA (Honours) in Business Studies is an undergraduate programme that provides each student with comprehensive knowledge and understanding of modern business studies subjects and establishes a firm foundation for the development of a career in business. Core modules covered include Accounting and Finance, Marketing, Management and I.T., along with general business areas such as Economics and Human Resources. Students will understand how these areas are interrelated with other functional areas in order to enable effective strategic business decisions. The programme is structured in a way which provides each student with the opportunity to study for a degree in Business Studies, with a specialist pathway in year 3.

These pathway study options are:

- Accounting and Finance
- Marketing
- Management
- I.T.

ACCREDITATION:

This is a three-year honours degree programme that is QQI accredited. Students will graduate with an internationally recognised Bachelor of Arts (Honours) in Business Studies.

ENTRY REQUIREMENTS:

Students are required to achieve a minimum of Grade H5 at higher level in two subjects and four O6s in ordinary level subjects (including Mathematics and a language) in the Leaving Certificate.

Mature applicants are welcome and do not need to meet these requirements, but must submit an updated CV with their application. If English is not your first language, you must provide evidence that you will be able to study at degree level English. You will be required to show that your use of English is equivalent to IELTS 6.0. If you do not hold the required English language certificate, you will be required to sit our free English speaking and writing test online with Independent College as a part of your application process.

COURSE STRUCTURE:

Each year is broken into two semesters. There are a total of six semesters to be completed over a three-year period.

YEAR ONE

Semester 1

- Information Systems in Business
- Introduction to Financial Accounting
- Introduction to Marketing Perspectives
- Global Organisations & HRM
- Introduction to Economics
- Learning to Learn

Semester 2

- Introduction to Statistics & Data Analytics
- Financial Accounting
- Marketing Tools & Analysis
- Organisational Behaviour
- Leadership & Management
- Legal Issues in Business

YEAR TWO

Semester 3

- Management
- Employability & Enterprise Skills
- Management Accounting
- Consumer Behaviour
- Contemporary Management
- Systems Analysis and Design

Semester 4

- Managerial & Decision Economics
- Management in Practice
- Corporate Finance
- Marketing Communications & CRM
- Operations Management
- Databases in Organisations

YEAR THREE

Semester 5

- Applied Project 1
- Strategic Management
- Organisational Change
- Project Management: Tools and Concepts

Accounting Pathway

- Performance Management (Accounting)
- Financial Reporting for Business

IT Pathway

- Contemporary Issues in Information Technology
- Strategic Management of Information Systems

Marketing Pathway

- Marketing Contexts
- Services Marketing

Management Pathway

- Principles of Employment Law
- Strategic HRM

Semester 6

- Applied Project 2
- Strategic Management in Practice
- Entrepreneurial Development
- Leadership Ethics & Corporate Social Governance

Accounting Pathway

- Audit & Assurance for Business
- Taxation for Business

IT Pathway

- Information Systems Security & Protection
- Enterprise Systems

Marketing Pathway

- Marketing Channel Management - Etail, Retail
- Implementation of Digital Strategies

Management Pathway

- Finance for Business
- International Business

COURSE FEES:

The annual tuition fee for applicants legally residing in Ireland or holding a European Union passport is €4,900.

The annual tuition fee for Non-EU/EEA applicants is €6,800 (for the first year only).

EMPLOYMENT OPPORTUNITIES:

- Small Medium Enterprises
- The Public Sector
- Digital Marketing Agencies
- Major Technical Marketing Hubs
- Financial Services

Previous Graduates are Employed in:

- State Street
- Oracle
- Air BnB
- Google
- PWC Group
- Procter & Gamble

HOW TO APPLY:

independentcollege.ie/courses/

Independent College, The Steelworks, Foley Street, Dublin 1, Ireland, D01 X997

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