



# 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 (Hons) Business Studies programme provides each student with a 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 Finance, Marketing and Management, along with general business areas such as Economics and Human Resources. Students will understand how these areas are inter-related 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 either a general or a specialist Honours degree in Business Studies. The programme offers students the choice of four options for the completion of their Honours Degree. These pathway study options are:

**Bachelor of Arts (Honours) Business Studies –**  
(without pathway)

**Bachelor of Arts (Honours) Business Studies –**  
(with Accounting and Finance pathway)

**Bachelor of Arts (Honours) Business Studies –**  
(with Marketing pathway)

**Bachelor of Arts (Honours) Business Studies –**  
(with Management pathway)

## ACCREDITATION

This is a three year honours degree programme that is QQI accredited level 8. Students will graduate with an internationally recognised Bachelor of Arts (Hons) degree 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 (to include Maths and a language) in the Leaving Certificate. Mature applicants are welcome and do not need to meet these requirements. 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 have the required English language certificate you will be required to sit our free IELTS or TOEFL test at Independent College.

## COURSE STRUCTURE

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

### Year One:

- Corporate Cultures 1 & 2 (Professional Growth & Organisations)
- Business Law 1 & 2
- Principles of Marketing 1 & 2
- ICT and Business Communications
- Principles of Management
- Financial Accounting 1
- Introduction to HRM
- Principles of Economics
- Data Analysis and Statistics

### Year Two:

- Management Accounting
- Operations & Supply Chain Management
- Contemporary Marketing
- Business Information Management
- Corporate Finance
- Organisational Behaviour
- Financial Accounting 2
- Market Research
- Contemporary Management Issues

### Year Three:

- Business Strategy
- Innovation & Change Management
- Business Project

### Elective Accounting & Finance Pathway

- Taxation
- Financial Reporting
- Audit & Assurance

### Elective Marketing Pathway

- Service Marketing
- Brand Management
- International Marketing

### Elective Management Pathway

- Information Systems for Competitive Advantage
- Project Management
- Entrepreneurship

## COURSE FEES

The annual tuition fee for applicants legally residing in Ireland or hold a European Union passport is €4,900. The annual tuition fee for Non-EU/EEA applicants is €6,800 (for your 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/all-courses/](http://independentcollege.ie/all-courses/) | [admissions@independentcollege.ie](mailto:admissions@independentcollege.ie) | 01 877 3925