



**NUI Galway**  
**OÉ Gaillimh**

# **Higher Diploma in Business Studies**

**Programme Handbook 2009-10**



## **Message from the Head of School**

The J.E. Cairnes School of Business and Economics at NUI Galway welcomes students from Ireland and overseas who have an interest in studying and exploring the fundamentals and dynamics of business.

Our goal at the Cairnes Business School is to deliver high quality programmes and excellent, innovative teaching which responds to the changing needs of our students. We offer a number of undergraduate and post-graduate degrees which are amongst the most-highly rated in Ireland and which provide students with both a foundation and knowledge in the key business disciplines.

The Higher Diploma in Business Studies was developed in 1989/90, in conjunction with a Diploma in Management; both programmes were run for the first time in the academic year 1990/91. This Diploma course has equipped students to embark on many interesting and varied careers in management, accounting and marketing in the financial sector as well as the public service.

We welcome you to the programme and hope your time in NUI Galway will be both enjoyable and productive.

Dr. Emer Mulligan  
Head of School

## **WELCOME**

I would like to welcome you to the Higher Diploma in Business Studies (DBS) here at NUI Galway and I hope your time here will be enjoyable.

This brochure should cover any queries you may have in regard to issues pertaining to the course as well as giving guidance on other related issues in the university.

As well as the academic content of the course we take students on a day trip to a well managed and organised business where the owners will discuss the founding, funding and development of their business. We will also invite guest speakers to the university to speak on issues relevant to the business environment.

You will meet me every week in Semester 1 as I lecture in Microeconomics but I also coordinate the course and will be glad to assist you in any way I can during the year.

My contact details are as follows:

Name: Maureen Mescall

Tel: 091 495325

Email: [Maureen.mescall@nuigalway.ie](mailto:Maureen.mescall@nuigalway.ie)

Yours sincerely,

Maureen Mescall,  
DBS Coordinator

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AY871	ACCOUNTING	SEMESTER I
EC871	ECONOMICS I	SEMESTER I
MK204	MARKETING PRINCIPLES	SEMESTER I
AY872	FINANCIAL MANAGEMENT I	SEMESTER I
MS873	MANAGEMENT INFORMATION SYSTEMS I	SEMESTER I
MG524	MANAGEMENT	SEMESTER I
MG872	COMMUNICATIONS IN ORGANISATIONS	SEMESTER II

## ELECTIVE COURSES FOR SEMESTER II:

AY206	FINANCIAL ACCOUNTING I
AY874	ACCOUNTING FOR MANAGEMENT DECISIONS
AY875	FINANCIAL MANAGEMENT II
EC213	MACROECONOMICS
MG206	MANAGEMENT OF ORGANISATIONAL CHANGE
MG325	EMPLOYMENT RELATIONS
MK203	BUYER BEHAVIOUR ANALYSIS
MK303	GLOBAL MARKETING
MK877	MARKETING RESEARCH
MK341	BRAND MANAGEMENT
MS2XX	E-BUSINESS
MS311	PROGRAMME DESIGN AND DEVELOPMENT
LW160.DB	BUSINESS LAW
LW223	EUROPEAN COMMUNITY LAW II

## 1. PROGRAMME OBJECTIVES

The Diploma is designed to provide an orientation for graduates, other than graduates in Commerce, towards the commercial and industrial environment and a training in the fundamental skills of business administration that would enable the diplomates to play an active and fruitful role in the development and management of business enterprises.

## 2. Programme Structure and Assessment Weightings

In the First Semester, the following subjects are obligatory except that graduates with Economics to degree level are exempt from Economics I:

<i>Code</i>	<i>Subject</i>	<i>ECTS</i>
AY871	Accounting	5
MG524	Management	5
EC871	Economics I	5
AY872	Financial Management I	5
MS873	Management Information Systems I	5
MK204	Marketing Principles	5

**In the Second Semester**, the following subject is obligatory:

MG872	Communications in Organisations	5
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In addition students will select, subject to approval of the School, courses totalling 25 ECTS credits from the following list:

<i>Code</i>	<i>Subject</i>	<i>ECTS</i>
AY206	Financial Accounting 1	5
AY874	Accounting for Management Decisions	5
AY875	Financial Management II	5
EC213	Macroeconomics	5
MG206	Management of Organisational Change	5
MG325	Employment Relations	5
MK203	Buyer Behaviour Analysis	5
MK303	Global Marketing	5
MK877	Marketing Research	10
MK341	Brand Management	5
MS2xx	E-Business	5
MS311	Programme Design and Development	5
LW160.db	Business Law	5
LW223	European Community Law II	5

Candidates must accumulate a total of 60 ECTS credits to be eligible for the award of the Diploma (55 ECTS for candidates exempt in Economics 1).

### 3. CONTACTING STAFF

Please find below contact details of some of your lecturers throughout the year, this list is not yet complete:

STAFF	SUBJECT TAUGHT	EMAIL
Maureen Mescall	Economics	Maureen.mescall@nuigalway.ie
Gillian Gibson	Accounting	Gillian.Gibson@apcc.com
Ann Walsh	Marketing	<a href="mailto:Ann.t.walsh@nuigalway.ie">Ann.t.walsh@nuigalway.ie</a>
Sharon Coyle	Management Information Systems	<a href="mailto:sharon.coyle@nuigalway.ie">sharon.coyle@nuigalway.ie</a>
Johanna Fahy	Management	Johanna.fahy@nuigalway.ie
Geraldine Robbins	Financial Management	<a href="mailto:Geraldine.robbins@nuigalway.ie">Geraldine.robbins@nuigalway.ie</a>
Ultan Sharkey	Programme Design and Development	ultan.sharkey@nuigalway.ie
Deirdre Curran	Communications In Organisations	Deirdre.curran@nuigalway.ie
Anna-Louise Hinds	European Community Law	Anna.hinds@nuigalway.ie

### 4. LIBRARY AND COMPUTER FACILITIES

#### Library term-time opening times

Monday to Friday: 08.30 – 22.00

Saturday: 08.30 – 13.00

#### Library vacation opening times

Monday to Friday: 08.30 – 17.30

The School of Business & Economics librarians are Trish Finnan & Evelyn Flanagan (on a job-share basis), who will be happy to provide advice and information.

There is public access study space located in the Cairnes Building (North Campus – Newcastle)

The Cairnes Computer Suite is available to DBS students as follows:

Mondays 11am – 1pm

Tuesdays 6pm – 8pm

Wednesdays 10am – 12pm

Thursdays 10am – 11am and 1pm to 2pm

Fridays 11am – 1pm

\* There are some dates when this suite will not be available, please check on the link as follows:  
<http://www.nuigalway.ie/cs/suites/timetable.php?id=77>

Computer Services provide a user support helpdesk, on extension 3325, for any IT queries or problems.

### 5. PLAGIARISM

Plagiarism is claiming as your own work something developed or written by someone else.

It is taking the credit for someone else's ideas, and making out that you thought of these ideas yourself. This is a form of intellectual theft. In third level colleges, plagiarism is a serious offence. It merits a severe penalty. In some colleges, the student loses the entire marks for that assignment. In other colleges, the student is brought before the disciplinary committee. You need to be aware of how serious an offence plagiarism is, and take care to avoid it in your assignments, and particularly in your thesis.

## Examples of plagiarising the work of other students

Getting someone else to write your essay, report, assignment or thesis.

Taking material written by someone else, putting your own name to it, and handing it in as your own work.

Copying bits and pieces out of the work of another student/author and including them in your own essay, report or thesis **without acknowledging the source**.

Taking ideas, theories, direct quotations, diagrams, statistics, tables, photographs, graphs from a published source or the Internet, and including them in your assignment **without stating a source**.

To avoid plagiarism, you must give credit whenever you use:

- another person's idea, opinion, or theory;
- any facts, statistics, graphs, drawings— any pieces of information whatsoever that are not common knowledge;
- quotations of another person's actual spoken or written words; or
- paraphrase of another person's spoken or written words.

## Examples of plagiarism from published sources

1. **Direct quotation:** Using *the exact words* of another person without giving them credit for it.
2. **Paraphrasing:** Putting someone else's ideas *into your own words* without giving them credit by citing the source for the ideas.
3. Using statistics, tables or a graphic (diagram, figure, picture and so on) without citing a source.
4. **Summarising** material from a source without acknowledging where the ideas came from.

**Fair use:** Remember, you cannot base your thesis on chunks of material “borrowed” from your reading materials. Instead, you must form your own opinions about the thesis topic, and use your reading materials fairly to support your own ideas, making sure to cite the sources of everything you use.

**Common Knowledge:** A lot of information is considered “common knowledge”, so you do not have to quote a source for it. For example, Galileo discovered that the earth goes round the sun. Up until his discovery, everyone thought that the sun circled the earth. Even though this new idea was thought up by Galileo, we do not need to cite him as the source— this information (fact) has become common knowledge, something that “everyone knows”. As a rule of thumb, any fact that you would be able to find in ten different books, you do not need to cite a source for it. Such facts are “common knowledge”.

You must, however, cite a source for any *new facts*, say for example recent information about the impact of global warming on the climate of Ireland. It is only *facts that have become common knowledge* that you can use without citing a source.

You must always cite a source for *opinions*— someone's personal point of view about a fact.

For example, if you are doing a thesis on a social issue, like *equality in the workplace*, you will probably draw facts from a range of published works, use ideas drawn from your own experiences, and perhaps carry out some primary research like a survey based on a questionnaire. You will need to cite sources for all the opinions and facts taken from your reading materials, and explain clearly what information comes from your survey.

## CITATION AND REFERENCING

Remember, everything you write has to be **verifiable**. If you cite no source for content in your thesis, this means you are claiming you thought of the ideas yourself. But fresh ideas are rare. Most of our ideas have already been thought of by someone else, or they are based on the ideas of someone else. You need to acknowledge that by citing a source for any ideas you find in your reading materials. You do this by **in-text citation** linked to a **List of Works Cited**, or a **Reference List** placed at the end of your thesis, essay or report. This section explains how to do in-text citation correctly.

Each academic discipline has its own method for citing sources. You do not have to know all of these different styles. Just be aware that they exist. Here are a few of the most widely-used methods:

**MLA Style:** Many **Humanities** subjects use this style.

**APA Style:** Many of the **Social Sciences** use this style.

**IEEE:** Many Engineering disciplines use this style.

This section covers **APA**.

This website prepared by the Purdue University Online Writing Lab is an excellent online resource on how to document sources correctly, using the different styles. You can use it to find more information about the APA style. If you need to use a different style, this website has links to all the main ones.

<http://owl.english.purdue.edu/handouts/research>

### KEYPOINT

Every source you cite in your thesis must be listed in alphabetical order on your List of Works Cited, which comes at the end of the thesis. This ensures that readers can find all your sources and check them out for themselves. It shows where all the information came from.

**APA style** in-text citation uses **author's name and date of the publication**.

(APA style is used in the Social Sciences, for example Geography, Sociology, Economics).

### Example 1 of in-text citation for a direct quote: APA Style

"When you are uncertain whether or not a piece of information is common knowledge, go ahead and cite the source. It is better to err on the side of excessive documentation than to leave out a citation and risk a charge of *plagiarism*" (Pfeiffer, 2000).

### Example 2 of in-text citation for direct quote: APA Style

Pfeiffer (2000) warns of the need for caution in using other people's ideas: "When you are uncertain whether or not a piece of information is common knowledge, go ahead and cite the source."

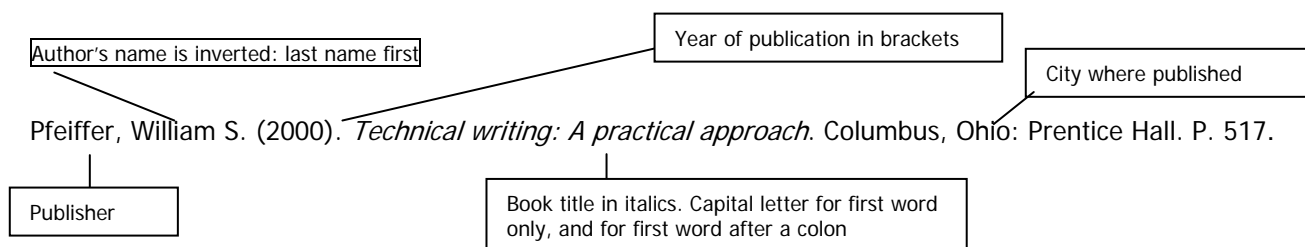
### Example 3: in-text citation for paraphrasing: APA Style

Pfeiffer (2000) advises students to err on the side of caution if unsure whether material is common knowledge or not. He states that it is better to cite a source, rather than risk being accused of plagiarism.

**APA Style sample entry in the reference list** at the end of the essay or report for this quotation:

Pfeiffer, William S. (2000). *Technical writing: A practical approach*. Columbus, Ohio: Prentice Hall. P. 517.

### Points to note: APA Style for a book with one author



When referring to any work that is NOT a journal, such as a book, article, or Web page, capitalize only the first letter of the first word of a title and subtitle, the first word after a colon or a dash in the title, and proper nouns. Do not capitalize the first letter of the second word in a hyphenated compound word.

Capitalize all major words in journal titles.

Italicize titles of longer works such as books and journals.

Do not italicize, underline, or put quotes around the titles of shorter works such as journal articles or essays in edited collections.

## Basic APA-style reference formats for books and journal articles

(Source: Based on Purdue University OWL Website. For more information consult the site)

### Article in an Edited Book

Berndt, T. J. (1996). Exploring the effects of friendship quality on social development. In W. M. Bukowski, A. F. Newcomb, & W. W. Hartup, (Eds.), *The company they keep: Friendship in childhood and adolescence*. (pp. 346-365). Cambridge, UK: Cambridge University Press.

### Journal Article, one author

Berndt, T. J. (2002). Friendship quality and social development. *Current Directions in Psychological Science*, 11, 7-10.

### Journal author, more than one author

Wegener, D. T., & Petty, R. E. (1994). Mood management across affective states: The hedonic contingency hypothesis. *Journal of Personality & Social Psychology*, 66, 1034-1048.

Wegener, D. T., & Petty, R. E. (1995). Flexible correction processes in social judgment: The role of naive theories in corrections for perceived bias. *Journal of Personality & Social Psychology*, 68, 36-51.

Author, A. A., Author, B. B., & Author, C. C. (Year). Title of article. *Title of periodical, volume number, pages*.

**NOTE:** For a magazine or newspaper article, you need to include specific publication dates (month and day, if applicable) as well as the year. For a journal article, you do not need to include the month or day of publication. See examples below for more explanations.

**NOTE:** You need list only the volume number if the periodical uses continuous pagination throughout a particular volume. If each issue begins with page 1, then you should list the issue number as well: *Title of Periodical, Volume number* (Issue number), pages. Note that the issue number is not italicized. If the journal does not use volume numbers, use the month, season, or other designation within the year to designate the specific journal article.

### A nonperiodical (e.g., book, report, brochure, or audiovisual media)

Author, A. A. (Year of publication). *Title of work: Capital letter also for subtitle*. Location: Publisher.

**NOTE:** For "Location," you should always list the city, but you should also include the state if the city is unfamiliar or if the city could be confused with one in another state.

### Part of a nonperiodical (e.g., a book chapter or an article in a collection)

Author, A. A., & Author, B. B. (Year of publication). Title of chapter. In A. Editor & B. Editor (Eds.), *Title of book* (pages of chapter). Location: Publisher.

### A nonperiodical (e.g., book, report, brochure, or audiovisual media)

Author, A. A. (Year of publication). *Title of work: Capital letter also for subtitle*. Location: Publisher.

**NOTE:** When you list the pages of the chapter or essay in parentheses after the book title, use "pp." before the numbers: (pp. 1-21). This abbreviation, however, does not appear before the page numbers in periodical references.

**NOTE:** The phrase *et al.* stands for "and others."

### Work discussed in a secondary source

Coltheart, M., Curtis, B., Atkins, P., & Haller, M. (1993). Models of reading aloud: Dual-route and parallel-distributed-processing approaches. *Psychological Review*, 100, 589-608.

**NOTE:** Give the secondary source in the references list; in the text, name the original work, and give a citation for the secondary source. For example, if Seidenberg and McClelland's work is cited in Coltheart et al. and you did not read the original work, list the Coltheart et al. reference in the References. In the text, use the following citation:

In Seidenberg and McClelland's study (as cited in Coltheart, Curtis, Atkins, & Haller, 1993)

### A brochure

Research and Training Center on Independent Living. (1993). *Guidelines for reporting and writing about people with disabilities* (4th ed.) [Brochure: Lawrence, KS: Author.]

### A book or article with no author or editor named

*Merriam-*

*Webster's collegiate dictionary* (10th ed.). (1993). Springfield, MA: Merriam-Webster.

**NOTE:** For parenthetical citations of sources with no author named, use a shortened version of the title instead of an author's name. Use quotation marks and italics as appropriate. For example, parenthetical citations of the two sources above would appear as follows: (*Merriam-Webster's*, 1993) and ("New Drug," 1993).

### A translated work and/or a republished work

Laplace, P. S. (1951). *A philosophical essay on probabilities* (F. W. Truscott & F. L. Emory, Trans.). New York: Dover. (Original work published 1814)

**NOTE:** When you cite this work in text, it should appear with both dates: Laplace (1814/1951).

### A review of a book, film, television program, etc.

Baumeister, R. F. (1993). Exposing the self-knowledge myth. Review of the book *The self-knower: A hero under control*. *Contemporary Psychology*, 38, 466-467.

### An entry in an encyclopedia

Bergmann, P. G. (1993). Relativity. In *The new encyclopedia britannica* (Vol. 26, pp. 501-508). Chicago: Encyclopedia Britannica.

## Basic reference formats for electronic (Internet) sources

### Article in an Internet Periodical

Author, A. A., & Author, B. B. (Date of publication). Title of article.

*Title of journal, volume number* (issue number if available).

Retrieved month day, year, from <http://Web address>.

### Nonperiodical Internet Document (e.g., a Web page or report)

Author, A. A., & Author, B. B. (Date of publication). *Title of article*.

Retrieved month date, year, from <http://Web address>.

**NOTE:** When an Internet document is more than one Web page, provide a URL that links to the home page or entry page for the document. Also, if there isn't a date available for the document use (n.d.) for "no date".

### Part of Nonperiodical Internet Document

Author, A. A., & Author, B. B. (Date of publication). Title of article. In *Title of book or larger document* (chapter or section number). Retrieved from <http://Web address>.

For more about electronic sources, see the APA style web site's coverage of [electronic references](#) or [Frequently Asked Questions about APA Style](#) from the APA web site.

### **A print journal or newspaper article retrieved from an online database**

When referencing material obtained from an online database (such as a database in the library), provide appropriate print citation information (formatted just like a "normal" print citation would be for that type of work). Then add information that gives the date of retrieval and the proper name of the database. This will allow people to retrieve the print version if they do not have access to the database from which you retrieved the article. You can also include the item number or accession number in parentheses at the end, but the APA manual says that this is not required.

### **A note on notes**

Because long explanatory notes can be distracting to readers, APA style guidelines recommend the use of endnotes/footnotes. In the text, place a superscript numeral immediately after the text about which you would like to include more information (e.g., Scientists examined the fossilized remains of the woolly-wooly yak.<sup>1</sup>) Number the notes consecutively in the order in which they appear in your paper. At the end of the paper, create a separate page labelled Notes (centred at the top of the page).

## **6. PARKING**

It is essential that you get a temporary parking permit and/or permanent permit before you park in the university grounds.

Without the permit you will be clamped and the release fee is €80.00 and the clamping company makes no exceptions.

You will find all details on parking in the University on the link underneath.

<http://www.nuigalway.ie/buildings/parking.html>

**DBS TIMETABLE**  
**Semester I 09/10**

<b>Time</b>	<b>M o n</b>	<b>T u e s</b>	<b>W e d</b>	<b>T h u r s</b>	<b>F r i</b>
0 9 - 1 0		AY872 Financial Management – <i>Geraldine Robbins</i> <b>CA111 (LH1 St.Anthony's)</b>		AY871 Accounting – <i>Gillian Gibson</i> <b>Theatre in Aras Moyola</b>	AY872 Financial Mgmt – <i>Geraldine Robbins*</i> <b>CA111 (LH1)</b>
1 0 - 1 1		AY872 Financial Management – <i>Geraldine Robbins</i> <b>CA111 (LH1 St.Anthony's)</b>		AY871 Accounting – <i>Gillian Gibson</i> <b>Theatre in Aras Moyola</b>	
1 1 - 1 2			MS873 Management Information Systems – <i>Sharon Coyle</i> <b>CA118 Cairnes Building</b>		
1 2 - 1			MS873 Management Information Systems – <i>Sharon Coyle</i> <b>CA118 Cairnes Building</b>		
1 - 2					
2 - 3		EC871 Economics – <i>Maureen Mescall</i> <b>IT202</b>		MK204 Marketing Principles – <i>Ann Walsh</i> <b>Tyndall Theatre</b>	
3 - 4		EC871 Economics – <i>Maureen Mescall</i> <b>IT202</b>			
4 - 5					
5 - 6		AY871 Accounting Tutorial – <i>Gillian Gibson</i> <b>CA116</b>	MK204 Marketing Principles – <i>Ann Walsh</i> <b>AC202</b>		
6 - 7			AY872 Financial Management Tutorial – <i>Geraldine Robbins</i> <b>CA118 Cairnes Building</b>	MG524 Management – <i>Johanna Fahy</i> <b>O'Heocha Theatre (AM250)</b>	
7 - 8				MG524 Management – <i>Johanna Fahy</i> <b>O'Heocha Theatre (AM250)</b>	

\* AY872 This Financial Management lecture will not take place in week one.

### PROVISIONAL DBS TIMETABLE SEMESTER II 2009-10

Time	Monday	Tuesday	Wednesday	Thursday	Friday
09.00-10.00		AY206 Financial Accounting I - <i>Fottrell Theatre (Arts Mill)</i>			AY206 Financial Accounting I workshop – <i>Fottrell Theatre</i>
10.00-11.00		AY875 Financial Management II – CA111 (LH1)	AY875 Financial Management II - CA111 (LH1)	LW223 European Community Law – <i>O'Tnuthail Theatre</i>	AY875 Financial Management II – <i>AC201</i>
11.00-12.00	MK341 Brand Management – <i>AC204</i> AY206 Financial Accounting I – <i>Fottrell Theatre</i>	EC213 Macroeconomics (Group A)* – <i>Fottrell Theatre</i> AY874 Acc for Mgmt Decisions – <i>CA005 Cairnes Building</i>	AY874 Acc for Mgmt Decisions – <i>CA114 Cairnes Building</i>	EC213 Macroeconomics (Group B)* – <i>IM001 Aras Ui Chathail</i>	MS311 Prog design & development - <i>CA004 Cairnes Building</i>
12.00 – 1.00	MG308 Organisational Behaviour – <i>O'Tnuthail Theatre</i> MK341 Brand Management – <i>AC204</i>	MG308 Organisational Behaviour – <i>O'Tnuthail Theatre</i>	MG 325 Employment Relations – <i>O'Tnuthail Theatre</i>	EC213 Macroeconomics (Group A)* – <i>Fottrell Theatre (ARTSMILL)</i>	MS311 Prog design & development - <i>CA004 Cairnes Building</i>
1.00 - 2.00		LW160.db Business Law - <i>Kirwan Theatre</i>			
2.00 - 3.00	AY206 Financial Accounting I - <i>Theatre in Aras Ui Chathail</i>	MG872 Communications in Organisations (MG872) – <i>CA003 Cairnes Building</i>		MK303 Global Marketing - <i>Fottrell Theatre</i>	
3.00 - 4.00	MK203 Buyer Behaviour Analysis – <i>IT125</i>	MG872 Communications in Organisations (MG872) – <i>CA003 Cairnes Building</i> EC213 Macroeconomics (Group A)* – <i>Cairnes Theatre</i>	MG325 Employment Relations – CA107 ( <i>LH3 Anthony's</i> )	EC213 Macroeconomics (Group B)* – <i>O'Tnuthail Th</i>	
4.00 - 5.00	MK203 Buyer Behaviour Analysis – <i>IT125</i>	MG872 Communications in Organisations (MG872) – <i>CA003 Cairnes Building</i>	LW160.db Business Law - <i>Cairnes Th.</i>		
5.00 - 6.00	LW223 European Community Law - <i>D'arcy Thompson Theatre</i>		EC213 Macroeconomics (Group B) – <i>Colm OhEocha Theatre (ARTSMILL)</i>		

\* MACROECONOMICS – students may choose which group to attend – and stick with that group for the semester.

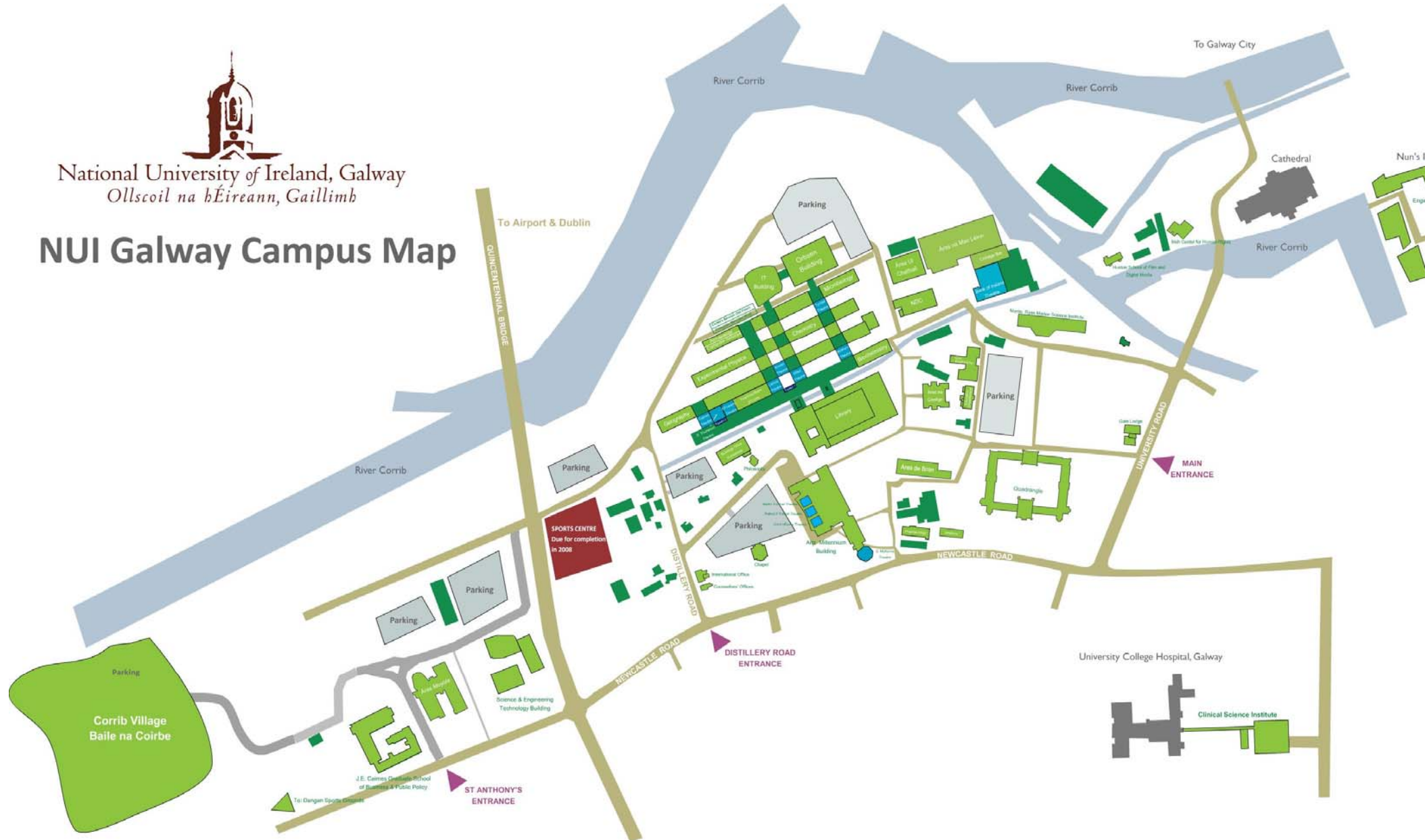
\*\* This is a PROVISIONAL timetable, some new lectures have not yet been scheduled. You will receive an up-to-date timetable in January 2009.

8.



National University of Ireland, Galway  
*Ollscoil na hÉireann, Gaillimh*

## NUI Galway Campus Map



## 9. INDICATIVE COURSE SYLLABI AND OUTLINES

We include below your course outlines for all obligatory courses, 6 in Semester I, and one 'Communications in Organisations' (Semester II). The remaining course outlines for Semester II will be distributed to you in January 2009:

### EC871 Economics

For students of Higher Diploma in Business Studies and Masters in Information Technology.

**Lecturer:**

Maureen Mescall,  
Room 210, 1<sup>st</sup>. floor St. Anthony's, Newcastle Road,  
Tel Ext. 5325  
E-mail: Maureen.mescall@nuigalway.ie.

**Timetable of Lectures :**

Day	Time	Venue
Tuesday	2 p.m. - 4p.m	IT202

**Course aims:** To introduce students to the fundamental principles of economic reasoning.

**Course outline:**

Economic activity. Functions and organisation of an economic system. Nature of economic analysis. Markets, demand, supply and price. Barriers to Entry, General equilibrium. Aggregate demand and supply. Competitiveness, Consumer Price Index, Gross Domestic Product, International trade. Emphasis will be placed on the real-world business applications of economic theory with case studies and topical examples forming a core element of the course.

**Teaching approach:** A two-hour lecture once a week. No available tutorials.

**Assessment:** Written examination worth 80% in December 2009.

2 assignments – related to microeconomics and macroeconomics respectively – during the semester worth 10% each.

**Recommended texts:**

Mankiw and Taylor: *Principles of Economics*

**Course Description:**

This is a foundation course in economics and it focuses on what happens in individual markets and covers topics such as supply and demand and market structures. A feature of the course will be up-to-date articles followed by discussion that highlight how particular economic concepts relate to the real world. . Students will also be expected to read up to date magazines such as the *Economist* and newspapers such as *Sunday Business Post*.

## Management MG524

Diploma in Business Studies  
Master of Information Technology  
Diploma in Systems Analysis  
Diploma in Occupational Health  
Bachelor of Science Year II

Lecturer: Johanna Fahy

✉. Johanna.fahy@nuigalway.ie

☎ Direct Line: 091-493771 (Management Dept.)

### **Overview:**

This course covers the concepts, theories and techniques on which management is based. The design, implementation and maintenance of management planning systems are central issues of concern throughout the course. Students should aim to gain sufficient knowledge and skills;

1. to provide a comprehensive understanding of the key concepts and principles of management.
2. to examine how management principles are applied in a range of business situations.

**Core Text:** Modern Management, by Tiernan, Morley, and Foley, 3rd Ed. Gill and Macmillan.

### **Recommended Text:**

Daft, R L, **Management** (5th Edition), Dryden Press, 2000

### **Course Assessment:**

Course Assessment consists of a final examination. 100%

### **Course Schedule:**

#### **Session 1: Course Introduction**

Management: Concepts and Evolution

Reading: Chapter 1

#### **Session 2: Foundations of Management: History of Management Thought**

Readings: Chapter 1

#### **Session 3: The Development of Irish Business Sector**

Readings: Chapter 2

#### **Session 4: The Business Environment**

Readings: Chapter 3

#### **Session 5: The Functions of a Manager: Planning**

Readings: Chapter 4

#### **Session 6: Decision Making**

Reading: Chapter 5

#### **Session 7: Organising and Managing Human Resources**

Reading: Chapter 6 & 7

#### **Session 8: Leading and Motivating the Organisation**

Readings: Chapter 8 & 9.

#### **Session 9: Controlling**

Readings: Chapter 10

#### **SESSION 10: MANAGEMENT OF CHANGE**

#### **SESSION 11 & 12: COURSE DISCUSSION AND REVIEW**

## ACCOUNTING AY871

**LECTURER: Gillian Gibson**

Email: [gillian.gibson@nuigalway.ie](mailto:gillian.gibson@nuigalway.ie)

### COURSE OBJECTIVES

This course is intended to develop in students the skills necessary to prepare, interpret and use accounting and financial information in a business context. It is designed for students who have **not** previously taken accounting. The course will provide a good basic foundation in Financial Accounting for students not intending to specialise in Accounting. On course completion, students will be expected to be capable of preparing and interpreting financial statements and have achieved an understanding of 'decision making' processes in a business context. For students intending to pursue further courses in Financial Accounting, it will provide a broad-based understanding of the objectives and principles of accounting and the accounting environment, from which they can progress to a more advanced study of accounting.

### COURSE DESIGN

#### Lecture hours per week,

2 lecture hours per week  
Thursdays 9-11am

One-hour **tutorials** will commence during Week 3/4 and will be given by an accounting tutor. Students are required to have adequately attempted the assigned problems/ questions and read any recommended material in advance of the tutorial sessions.

### **COURSE ASSESSMENT, TEXTS & MATERIALS**

#### **ASSESSMENT**

- Continuous Assessment (30%) – Details to be provided
- End of Semester I exam (70%)

The final examination will be a mix of both practical and theoretical questions. Copies of past exam questions will be made available on Blackboard.

#### **THE 35% RULE**

Marks for course work may only be included to the student's advantage where a minimum mark of **35%** has been achieved in the final examination.

#### **REQUIRED TEXTS (READINGS)**

**Accounting An Introduction (4<sup>th</sup> Edition)**

Eddie McLaney & Peter Atrill – FT Prentice Hall

#### **OTHER RECOMMENDED TEXTS (READINGS)**

**Financial & Management Accounting An Introduction (4<sup>th</sup> Edition)**

Pauline Weetman - Pitman Publishing – FT Prentice Hall

**Accounting Second Edition**

Michael Jones – Wiley (2006)

## MATERIAL ON BLACKBOARD and/or DESK RESERVE

Communications for this course will be managed through **Blackboard** (go to <http://blackboard.nuigalway.ie> and login using your student ID no and password from computer services). Further information is available on the computer services website at <http://www.nuigalway.ie/cs/students/blackboard/blackboard.html>

On the Blackboard AY871 course area all course notices, notes and assignment material will be posted through Blackboard.

Due to Copyright restrictions we are unable to include certain reading material in the readings pack. A copy of the following items will be made available to students on Blackboard:

- Extracts from IAS 1 - Presentation of Financial Statements.
- Extract from IAS 7 - Cash Flow Statements.

From time to time additional course material may be placed on Blackboard. You will be advised on each occasion.

Finally course material may be placed on Desk Reserve in the Library. Should this be necessary you will be advised.

## COURSE OUTLINE

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### (1) ACCOUNTING INFORMATION

- (i) **Objectives of Accounting.** The demand for financial information. Accounting concepts and practices. Measurement and reporting of accounting information. The Development of Accounting. What is accounting? Accounting as a Communication Process. The need for accounting standards. IAS 1 & IAS 8

Read:	<b>McLaney &amp; Atrill</b>	<b>Chapter 1</b>
	Weetman:	Chapters 1, 8.4, 9.5, 10.4, 11.2, 12.5
	Jones	Chapter 1

- (ii) **Users Information Requirements**

Read:	<b>McLaney &amp; Atrill</b>	<b>Chapter 1</b>
	Weetman:	Chapters 1, 8.4, 9.5, 10.4, 11.2, 12.5
	Jones	Chapter 1

- (iii) **The Institutional Environment of Accounting. The process of standardisation. A conceptual framework for financial reporting.**

Read:	<b>McLaney &amp; Atrill</b>	<b>Chapter 4 &amp; 5</b>
	Weetman	Chapter 1, 4, 7.1/2/3, 15.7, 14.1/7/8/9/10
	Jones	Chapter 1

### (2) PREPARATION OF FINAL ACCOUNTS

- (i) **Introduction to Double Entry systems & The Accounting Equation**

Read:	<b>McLaney &amp; Atrill</b>	<b>Appendix A, Chapter 2, 3, 4 &amp; 5</b>
	Weetman:	Chapter 2, 3 & 12

Jones Chapter 3

(ii) **Financial Statements**

**The Income Statement, The Balance Sheet, The Cash Flow Statement**

Read: **McLaney & Atrill Chapter 2, 3, 4, 5 & 6**  
Weetman: Chapters 3, 5, 6 & 7  
Jones Chapters 2, 4, 5 & 6

(iii) **Adjustments to Trial Balance**

**Accruals and Prepayments**

Read: **McLaney & Atrill Chapter 3**  
Weetman: Chapters 9 and 10  
Jones Chapter 6

**Depreciation and Disposal of Fixed Assets/ Revaluation of Fixed Assets**

Read: **McLaney & Atrill Chapter 3**  
Weetman: Chapter 8, 12.3.5, 12.6.3  
Jones Chapter 6

**Receivables/Bad Debts Written Off, Bad Debt Provision, Bad Debts Recovered**

Read: **McLaney & Atrill Chapter 3**  
Weetman: Chapter 5, 6 & 9  
Jones Chapter 6

**Inventory**

Read: **McLaney & Atrill Chapter 3**  
Weetman: Chapter 5, 6 & 9  
Jones Chapter 6

(iv) **Preparation of Sole Trader Accounts**

Read: **McLaney & Atrill Chapter 3**  
Weetman: Chapters 2 & 3  
Jones Chapter 6

(v) **Preparation of Limited Company Accounts**

Read: **McLaney & Atrill Chapter 4 & 5**  
Weetman: Chapter 7  
Jones : Chapter 7 & 12

**(3) FINANCIAL ANALYSIS**

- (i) Introduction to Interpretation of Accounts  
(ii) Ratio Analysis - Ratios, Uses and Limitations  
(iii) Reporting on Financial Performance and Financial Conditions
- Read: **McLaney & Atrill Chapter 7**  
Weetman: Chapter 13 & 14  
Jones Chapter 9 & 22

**(4) CASH FLOW STATEMENTS**

Read: **McLaney & Atrill Chapter 6**  
Weetman: Chapter 15  
Jones Chapter 8  
Readings : IAS 7: Cash Flow Statements

## (5) LIMITATIONS OF HISTORICAL COST ACCOUNTING

### MS873 MANAGEMENT INFORMATION SYSTEMS Semester 1 2009/10 - Course Information

**Lecturer:** **Ms. Sharon Coyle**  
Business Information Systems  
J.E. Cairnes School of Business and Economics  
National University of Ireland, Galway  
  
Email: sharon.coyle@nuigalway.ie

**Office Hours:** Please see me immediately after lectures or email for an appointment

#### **COURSE DESCRIPTION**

*The objectives of this course are to develop participants understanding of the role of Information Technology/Information Systems in organisations. In addition, the course will expose participants to debates on current issues in IS and to create an awareness of the usefulness and limitations of information systems in organisations. Participants are expected to have familiarised themselves with the relevant course materials in advance of lectures and to contribute to class discussions.*

#### **ASSESSMENT**

End of semester exam                      100%

#### **COURSE MATERIALS**

Copies of lecture slides including additional readings are available through the course Blackboard website:  
<http://blackboard.nuigalway.ie/webapps/login/>

Please enrol for this course on Blackboard as soon as possible.

#### **Required Textbook:**

Turban, McLean and Wetherbe (2008).

*Information Technology for Management: Transforming Organisations in the Digital Economy* ISBN 0471787124

#### **LECTURE SCHEDULE**

**Week One: Course Introduction**

##### **Topic 1: Introduction, Organisations Management and Information Technology**

Chapter 1 of Turban et al.

"IT Doesn't Matter" by Carr, Nicholas G. *Harvard Business Review*, May2003, Vol. 81 Issue 5, p41, 9p, 1 graph, 2c

"Does IT Matter?" by Brown, John Seely, Hagel III, John. *Harvard Business Review*, Jul2003, Vol. 81 Issue 7, p109, 4p

"The Digital Transformation of Traditional Businesses" by: Andal-Ancion, Angela, Cartwright, Phillip A., Yip George S., *MIT Sloan Management Review*, 15329194, Summer2003, Vol. 44, Issue 4

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**Week Two: Class Discussion of assigned readings (Topic 1)**

*Overview of Strategic Frameworks*

## **Topic 2: The Strategic Role of Information Technology and Information Systems**

Chapter 13 of Turban et al.

"The Information Systems Strategy Triangle." The relationship between business strategy, organisational strategy and information strategy.

"Alignment between business and IS Strategies: A Study of Prospectors, Analysers and Defenders" by: Sabherwal, R. and Chan, Y. *Information Systems Research*, Vol. 12, Issue 1 pp. 11-33

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### **Week Three: Class Discussion of *Topic 2***

#### **Topic 3: Information Systems in different Functional Areas**

Chapters 2 and 7 of Turban et al.

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### **Week Four: Class Questions for *Topics 1-3***

#### **Topic 4: Information Systems to Support Decision Making**

Chapter 12 of Turban et al.

[Mintzberg, Henry](#); [Westley, Frances](#) (2001) "Decision Making: It's Not What You Think." [MIT Sloan Management Review](#), Spring2001, Vol. 42 Issue 3, p89-94.

Garvin, David A.; Roberto, Michael A. "What You Don't Know About Making Decisions." [Harvard Business Review](#), Sep 2001, Vol. 79 Issue 8, p108

Hammond, J. S., R. L. Keeney, et al. (1998). "The Hidden Traps in Decision Making." [Harvard Business Review](#) **76**(5): 47-+.

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### **Week Five: Class Discussion of *Topic 4***

#### **Topic 5: Enterprise Resource Planning (ERP) & Business Process Management**

Chapter 8, Turban et al.

Dorien, J. and Wolf, M.L. (2000). "*A Second Wind for ERP.*" [McKinsey Quarterly](#) (2): 100-107

Volvo Product Life Cycle

### **Week Six: Class Questions for *Topics 4-5***

#### **Topic 6: E-Commerce & E-Business**

Chapter 5 of Turban et al.

Sinha, I. (2000). "Cost Transparency: The Net's Real Threat to Prices and Brands." [Harvard Business Review](#) 78(2): 43-50.

Gulati, R. and J. Garino (2000). "Get the Right Mix of Bricks & Clicks." [Harvard Business Review](#) 78(3): 107-114.

Burt, S. and L. Sparks (2003). "E-commerce and the retail process: a review." Journal of Retailing and Consumer Services 10(5): 275-286

Porter, M. E. (2001). "Strategy and the Internet." Harvard Business Review 79(3): 62-78.

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**Week Seven: Class Discussion of *Topic 6***

**Topic 7: Managing IS Investments**

Chapter 14 of Turban et al.

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**Week Eight: Class Questions for *Topics 6-7***

**Topic 8: Knowledge Management**

Chapter 10 of Turban et al.

The Knowledge-Creating Company, Nonaka, I. Harvard Business Review Nov 1, 1991, 69(6): 96-104.

What's your strategy for managing knowledge? Hansen, M., N. Nohria, et al. Harvard Business Review March-April (1999): 106-116.

Managing the Knowledge Life Cycle.; By: Birkinshaw, Julian; Sheehan, Tony., MIT Sloan Management Review, Fall2002, Vol. 44 Issue 1, p75,

Preserving Knowledge in an Uncertain World.; By: Lesser, Eric; Prusak, Laurence., MIT Sloan Management Review, Fall2001, Vol. 43 Issue 1, p101

Successful knowledge management projects.; By: Davenport, Thomas H.; De Long, David W.; et al., Sloan Management Review, Winter98, Vol. 39 Issue 2, p43

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**Week Nine: Class Discussion of *Topic 8***

**Topic 9: Security and Control**

Chapter 16 of Turban et al.

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**Week Ten: Class Questions for *Topics 8 & 9***

*Course Review*

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## MK204 Marketing Principles - Course Outline -

<b>Objective</b>	The objective of this course is to introduce students who have not formally studied marketing before, to the key marketing concepts and their application in both an Irish and international context.			
<b>Lecturer</b>	<b>Name</b>	<b>Office</b>	<b>Ext</b>	<b>E-mail</b>
	Ms Ann Walsh	Cairnes Building	2575	ann.t.walsh@nuigalway.ie
<b>Times</b>	<b>Day</b>	<b>Time</b>	<b>Venue</b>	
	Lectures:	Wednesday	5-6pm	AC202
		Thursday	2-3pm	Tyndall Theatre
<b>Overall Learning Outcomes</b>	<p>Upon completion of this course you will be able to:</p> <ul style="list-style-type: none"> <li>• Understand the fundamentals of marketing theory and how they are practiced and applied by market leaders globally;</li> <li>• Acknowledge the role marketing plays in the success of businesses in Ireland and internationally;</li> <li>• Understand the relevance of the elements of the marketing mix;</li> <li>• Recognise the importance of effective market research;</li> <li>• Critique the impact of external influences on the marketplace;</li> <li>• Demonstrate an insight into Consumer Buyer Behaviour;</li> <li>• Identify ways in which markets can be segmented;</li> <li>• Evaluate the effectiveness of marketing communication channels and tools relative to desired outcomes.</li> </ul>			
<b>Format</b>	The course comprises of 24 lectures: 2 per week for 12 weeks.			
<b>Programme(s)</b>	Fourth Year Industrial Engineering; Fourth Year Information Technology; Diploma in Business Studies; Corp. Law & Visiting Students.			
<b>Course Material</b>	Once you have registered for the course you will be able to access lecture notes each week via <a href="http://blackboard.nuigalway.ie">http://blackboard.nuigalway.ie</a>			
<b>Assessment</b>	1.	End of Year Examination	100%	
<b>Workload</b>	Credit weighting: 5 ECT			

**Core Text:** (Students need their own copy)\_

- *Essentials of Marketing, 2<sup>nd</sup> Edition*, Prentice Hall. Author(s): Frances Brassington & Stephen Pettitt ISBN: 978-0-273-70818-6

**Supplementary Text(s):**

As university students, you are expected to read widely to become knowledgeable about your subjects. It is essential that you have read the relevant chapters ahead of each lecture. Lecturers will refer to, but not simply repeat, what is contained in your required textbook. Instead lecturers will develop, augment and challenge the concepts in your textbook and as appropriate will provide Irish/European examples of marketing practice. While your textbook is comprehensive, you should read relevant sections of other leading textbooks, relevant articles in business and marketing journals such as the Harvard Business Review, the European Journal of Marketing, the Journal of Marketing and the business supplements from the daily newspapers. For example other texts for you to consider include:

- Marketing – An Introduction : Gary Armstrong & Philip Kotler
- Principles & Practice of Marketing : David Jobber
- Marketing – An Introduction for Irish Students : Donal Rogan
- Marketing: Real People, Real Choices : Solomon, Marshall & Stuart.

## Agenda

<u>Date:</u>	<u>Topic:</u>
September 9 <sup>th</sup>	Introduction to the Course and to the Marketing Department.
September 10 <sup>th</sup>	<b>Chapter 1: Marketing Dynamics</b> Marketing Defined, Marketing Concept, Importance and Contribution of Marketing, Scope of Marketing.
September 11 <sup>th</sup> , 12 <sup>th</sup>	<b>Chapter 2: The Marketing Environment</b> Understanding the External Environment, Scanning, STEP, Implications for Marketing Decision-Making.
September 23 <sup>rd</sup> , 24 <sup>th</sup>	<b>Chapter 3: Buyer Behaviour</b> Consumer Decision-Making, Buying Situations and Influences, Nature of B2B Buying, B2B Buying Process.
Sept 30 <sup>th</sup> , Oct 1 <sup>st</sup>	<b>Chapter 4: Segmenting Markets</b> Understanding Segmentation, Implications for Marketing mix, Benefits and risks of Segmentation, Criteria for Segmentation.
October 7 <sup>th</sup> , 8 <sup>th</sup>	<b>Chapter 5: Marketing Information and Research</b> Importance of Information to Marketing Decision-Making, Marketing Information System, Marketing Research Process, Role of Primary and Secondary Data.
October 14 <sup>th</sup> , 15 <sup>th</sup>	<b>Chapters 6, 13: Product and Services</b> Classifying Products, Product and Brand Development, PLC, Characteristics of Services, Extended Marketing Mix, Service Quality.
October 21 <sup>st</sup> , 22 <sup>nd</sup>	<b>Chapter 7: Pricing</b> Price Setting; Internal & External Factors Influencing Pricing Decision; Pricing Objectives; Pricing Policies & Practices.
October 28 <sup>th</sup> , 29 <sup>th</sup>	<b>Chapter 8: Place</b> Channels of Distribution; Channel structures; Types of Intermediary; Channel Strategy.
Nov 4 <sup>th</sup> , 5 <sup>th</sup>	<b>Chapter 9: Promotion: IMC</b> Promotional Mix; Communications Planning Model; Situational Analysis – Target Market, Product & Environment; Communications Objectives & Strategies; Budgeting, Implementation & Evaluation.
November 11 <sup>th</sup> , 12 <sup>th</sup>	<b>Chapter 10: Promotion – Advertising &amp; Personal Selling</b> Advertising Role within Promotional Mix; Formulating Advertising Messages; Advertising Media; Developing a Advertising Campaigns; Personal Selling Process; Sales Management.
November 18 <sup>th</sup>	<b>Chapter 11: Promotion – Other Tools of Marketing</b> Communication. Sales Promotion; Direct Marketing; Public Relations; Sponsorship; Trade Shows & Exhibitions.

November 19<sup>th</sup>

**Chapter 14: E-Marketing & New Media**

Nature of Internet Marketing; E-mail Marketing; Wireless Marketing;  
Interactive Television Marketing; The Future of Internet Marketing.

November 25<sup>th</sup>, 26<sup>th</sup>

**Course Review & Exam Preparation**

## MG872 Communications in Organisations

### Lecturers

Dr Deirdre Curran  
Ms Maureen Maloney

[Deirdre.curran@nuigalway.ie](mailto:Deirdre.curran@nuigalway.ie)  
[Maureen.maloney@nuigalway.ie](mailto:Maureen.maloney@nuigalway.ie)

### Course Overview

Good Communication in organisations is essential if a business is to prosper and it plays a key role in management, decision-making, leadership, marketing, and the motivation of staff. Most businesses suffer from communication lapses which can incur a huge psychological and financial cost inevitably affecting the bottom line. Developing your own communication skills and understanding workplace communication will increase your employability and improve your chances of career success. This course explores communication in organisations and actively seeks to develop the skills required.

### Learning Outcomes

By the end of this course students will be able to:

- Discuss the importance of effective communication within the workplace
- Describe how the models of communication can be used to ensure that business messages are understood
- Demonstrate the impact of interpersonal behaviour on effective communication
- Demonstrate effective written communication skills
- Apply communication skills in team, meetings and decision-making situations
- Demonstrate learning through effective presentation

### Indicative Content

#### a) The theory of communications

1. Theory of communications
2. Models of communication
3. Verbal and non-verbal communication
4. Written communication
5. Interpersonal behaviour

#### b) Application of the theory

1. Communication and influence
2. Communication and decision-making
3. Communication in teams
4. Effective presentations

### Main Texts

To be decided.

### Time Commitment

Class time: 24 hours

Self-study, project work and directed learning: 60 hours

### Assessment

Team-based assignment and presentation: 50%, Closed book examination: 50%