



## VISITING STUDENT PROGRAMME



The J.E. Cairnes School of Business and Economics offers a wide range of core business courses and electives to visiting students from its highly regarded undergraduate Commerce degree. These are supplemented by additional subject options in the humanities and social sciences, provided through the College of Arts, Social Sciences and Celtic Studies.

**It is expected that linguistic preparation in English will have been given in the home University to non-English speaking students.**

Courses taken by Erasmus & JYA students will be chosen from the schedule of courses for the second and final year of the three year full-time B.Comm. under-Graduate programme.

Please note the following:

- it may be necessary for operational reasons to alter the course schedule
- the lecture timetable (issued at orientation) will contain course classes

### Location

The School of Business and Economics is located in the Cairnes Building on the banks of the Corrib river in Upper Newcastle. This area of campus houses the Departments of Management, Marketing, Economics and Accountancy and Finance (including Management Information Systems). Also located here are the Psychology Department, Lecture Halls and Computer Suites.

### Contact Details for Erasmus/JYA Programme

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**The following business courses are available to visiting students. They are categorised by Semesters and by whether they are offered in the Second or Third Year of the degree. Further details on the programme and individual courses may be found at <http://www.nuigalway.ie/commerce>**

Further information on NUI Galway may be found in the *North American Students' Handbook* which also includes an application form. This information is also available at [www.nuigalway.ie/prospective\\_students/international](http://www.nuigalway.ie/prospective_students/international)

- **SCHEDULE OF COURSES FOR**
- **JUNIOR YEAR ABROAD STUDENTS**

- **SEMESTER 1 (FALL)**

- **SECOND YEAR**

<b>Code</b>	<b>Module Title</b>	<b>ECTS</b>	<b>Prerequisites</b>
○ AY207	Management Accounting I	5	Introductory course in Accounting
○ EC209	Managerial Economics	5	
○ MG524	Management (from DBS)	5	
○ MK204	Marketing Principles	5	
○ MA217	Statistical Methods for Business	5	
○ SH216.1	Spanish language II	5	

**Note** There are also a number of Law modules available. Please contact the Law Faculty for further details.

- **SCHEDULE OF COURSES FOR**
- **JUNIOR YEAR ABROAD STUDENTS**

- **SEMESTER 1 (FALL)**

- **THIRD YEAR**

<b>Code</b>	<b>Module Title</b>	<b>ECTS</b>	<b>Prerequisites</b>
○ AY305	Financial Accounting II	5	Intermediate Accounting course
○ AY308	Taxation I	5	
○ AY321	Management Accounting II	5	Introductory course in Management Accounting
○ AY872	Financial Management I (from DBS)	5	Introductory course in Accounting
○ EC409	Irish Economy	5	Introductory course in Economics
○ EC325	History of Economic Thought	5	
○ EC345	Health Economics	5	
○ EC349	Economic Theory	5	Intermediate course in Economics
○ EC381	Game Theory & Industrial Organisation	5	
○ EC382	International Economics	5	Intermediate course in Economics
○ EC393	Methodology of Economics	5	Introductory course in Economics
○ EC369	Money and Banking	5	
○ IE309	Operations Research	5	
○ MG327	Global Employment Relations	5	
○ MS302	Systems Analysis 1	5	
○ MS314	Applied Systems Analysis	5	
○ MS320	E. Business Technologies	5	
○ MS321	Web and Interactive Media Design	5	
○ MS402	Management Decision Systems	5	
○ MS2**	Database Technologies	5	
○ MS873	Management Information Systems I (from DBS)	5	
○ MS410	Information Systems Project Management	5	
○ MG328	Human Resource Management	5	
○ MG307	New Enterprise Development	5	
○ MG326	Employee Relations Rights and Obligations	5	Introductory course in Human Resources
○ MK301	Marketing Research	10	Marketing Principles
○ MK311	The Marketing of Services	5	
○ MK314	Media & Marketing Communications	5	
○ SH350.1	Spanish for Visitig Students III	5	

**Note**

There are also a number of Law modules available. Please contact the Law Faculty for further details.

- **SCHEDULE OF COURSES FOR**
- **JUNIOR YEAR ABROAD STUDENTS**

- **SEMESTER II (SPRING)**

- **SECOND YEAR**

<b>Code</b>	<b>Module Title</b>	<b>ECTS</b>	<b>Prerequisites</b>
○ AY206	Financial Accounting I	5	Introductory course in Accounting
○ AY208	Business Finance I	5	Introductory course in Accounting
○ EC213	Macroeconomics	5	Introductory course in Economics
○ EC247	Introduction to Financial Economics	5	
○ EC219	Comparative Economic Thought	5	
○ EC226	Cost-Benefit Analysis	5	
○ MS203	Information Systems Management	5	
○ MS217	Information & Systems Management	5	
○ MG206	Management of Organisational Change	5	
○ MG325	Employment Relations	5	
○ MK206	Consumer Behaviour	5	Introductory Marketing course
○ MA218	Advanced Statistical Methods for Business	5	
○ SH216.2	Spanish Language II	5	

**Note** There are also a number of Law modules available. Please contact the Law Faculty for further details

- **SCHEDULE OF COURSES FOR**
- **JUNIOR YEAR ABROAD STUDENTS**

- **SEMESTER II (SPRING)**

- **THIRD YEAR**

<b>Code</b>	<b>Module Title</b>	<b>ECTS</b>	<b>Prerequisites</b>
○ AY309	Financial Accounting III	5	Intermediate Accounting course
○ AY314	Business Finance II	5	Introductory course in Financial Management
○ AY319	Taxation II	5	
○ AY322	Management Accounting III	5	Introductory course in Management Accounting
○ EC357	Development Economics	5	
○ EC418	European Economy	5	Introductory course in Economics
○ EC350	Research Project	5	Intermediate course in Economics
○ EC362	Economics of Financial Markets	5	
○ EC363	Econometrics	5	Intermediate course in Economics
○ EC378	Economics of Technological Change	5	Intermediate course in Economics
○ EC385	Advanced Economic Theory	5	Mathematical Economics
○ EC386	Public Economics	5	Intermediate course in Economics
○ EC388	Environmental & Natural Resource Economics	5	
○ IE345	Logistics and Transportation	5	
○ IE319	Operation Strategy	5	
○ MS319	Enterprise Systems	5	
○ MG332	Work & Organisations	5	Introductory Course in Human Resources
○ MG312	Enterprise Planning Project	5	
○ MG323	International Business	5	
○ MK303	Global Marketing	5	
○ MK312	Marketing Policy & Strategy	10	Marketing Research & Marketing Principles
○ MK341	Brand Management	5	
○ MS2**	E-Business	5	
○ SH350.2	Spanish for Visiting Students	5	

**Note** There are also a number of Law modules available. Please contact the Law Faculty for further details

## ● SYLLABI OF COURSES

### ○ **Advanced Economic Theory (3rd Commerce)** **(Prerequisite: Mathematical Economics)**

This course treats topics in economic theory from a more advanced point of view. The focus of the microeconomic part of this course will be on a broader view of markets and human behaviour. More specifically, the implications for efficiency and welfare of market power, missing markets, imperfect information and bounded rationality will be addressed.

### **Advanced Statistical Methods for Business**

The objective of this course is to develop advanced skills in the application of statistical methods in a business environment. Case studies and practical work will form a major component of this course. Topics may include: Regression Modelling; Analysis of variance and covariance; Time Series Modelling; Statistics for Quality; Nonparametric statistics; Large data sets; new and emerging topics in statistical methods for business.

### **Applied Systems Analysis**

The objective of this course is to develop in students an understanding of advanced aspects of Systems Analysis. Topics include: the role of a system's analyst; the use of computer-aided systems engineering (CASE) tools; individual and group interviewing techniques and skills; alternative requirements determination techniques; project and systems documentation; detailed aspects of project planning and control; advanced systems modelling; case studies in systems analysis and design.

### **Brand Management**

This course explores the concept of branding through critical examination of the techniques used to build and maintain strong brands. The topic addresses the routes available for brand development, and the strategic options for brand building, from the perspective of the marketing manager. It also examines the role of brand name, design and media in brand building, and examines how brands are managed over time.

### ○ **Business Finance I (2nd Commerce)** **(Prerequisite: Introductory course in Accounting)**

Financial Management; Interpretation of Financial Statements; Management of Working Capital; Sources of Capital; Financial Institutions; The Stock Exchange; Capital Structure and Cost of Capital; Project Appraisal; Cost/Benefit Analysis: Valuation; Mergers and Acquisitions.

### **Business Finance II (3rd Commerce) (Prerequisite: Introductory course in Financial Management)**

Capital Structure Theory; Management of Capital Structure; Dividend Policy; Portfolio Theory and Capital Asset Pricing; Investment Decision under conditions of risk and uncertainty; Cost of Capital; Adjustments to Cost of Capital for business risk and financial risk; The Leasing Decision; Mergers and Acquisitions. Long-term Sources of Finance.

### **Consumer Behaviour (2nd Commerce)** **(Prerequisite: Introductory Marketing course)**

Determining Buyer decision processes; economic, cultural and demographic influences on consumption, the role of social stratification and reference groups; the nature of the problem recognition process; search behaviour and information sources; alternative evaluation of choice. The course will examine the role of marketing in influencing each stage of the decision process.

### **Comparative Economic Thought (2nd Commerce)**

This course examines differing schools of thought in modern economics through a comparative framework. The historical development of each of the schools is covered.

### ○ **Cost Benefit Analysis (2nd Commerce)**

Cost-benefit analysis is the most commonly employed method for the evaluation of public sector projects or programmes such as investment in roads, labour market training, regulation of the private economy, and environmental programmes. This course will provide a comprehensive introduction to this method. The topics covered in the course will include analytical welfare economics, social objectives and the allocation of resources, quantitative methods, project appraisal and analysis, valuing time and the saving of life, valuing environmental change, and a series of case studies based on the use of this technique in Ireland and other countries.

### **Database Technologies (3rd Commerce)**

The objective of the course is to extend the students' understanding of software program design and development in fourth generation languages and/or relational database management systems (RDBMS); for example, Microsoft Access, ORACLE/SQL. The course syllabus may include the following topics: introduction to database theory; relational databases; database design; structured query language; database development using RDBMS software, such as Microsoft Access or ORACLE/SQL; transaction processing; data security; distributed computing; client/server and enterprise computing; object-oriented databases; current and emerging issues.

### **Development Economics**

This course introduces the student to the major theories of economic development. The central concern is the analysis of factors contributing to economic development in general, but in particular in low-income countries, primarily located in Africa, Asia and Latin America. The complex economic interrelationships in the process of economic development are analysed, including the inter-sectoral and spatial dimensions, along with the impact of these economic processes on the larger social and political domains.

### ○ **E-Business**

The objective of this course is to detail the fundamentals of e-commerce and e-business as they apply in the contemporary era.

### **E-Business Technologies**

The objective of this course is to develop an enhanced knowledge among students of the potential of information technology to enable E-Business.

### **Econometrics (3rd Commerce)**

#### **(Prerequisite: Intermediate course in Economics)**

The aim of this course is to give students a practical introduction to some of the main methods used by Economists to quantify relationships between economic variables. Using appropriate software and real data sets, theory learned in the classroom is quickly put into a practical context. Towards the end of the course students build their own Econometric model.

### **Economics of Financial Markets (3rd Commerce)**

#### **(Prerequisite: Intermediate course in Economics)**

The objective of the course is to introduce students to the concepts of financial markets (bond, equity and foreign exchange) and financial instruments as well as interest rate determination for various financial instruments. In addition, economic theories of the short term and the long term interest rate determination will be covered.

### **Economics of Technological Change (3rd Commerce)**

#### **(Prerequisite: Intermediate course in Economics)**

Technological change poses challenges both to societies which experience it and to social scientists who seek to understand it. This course evaluates the contribution economics can make in modelling science, innovation and technology, with a particular concern to inform public policy. The empirical content of this course is international, with a focus on, but not limited to, the economics of information and communications technologies.

## ● SYLLABI OF COURSES

### ○ Economic Theory (3rd Commerce)

#### **(Prerequisite: Intermediate course in Economics)**

This course develops topics such as the relationship between fiscal and monetary policy, employment and unemployment, inflation, the new classical macroeconomics and the theory of economic growth. The microeconomic aspect of this course will focus on the diverse applications of rational choice behaviour in a competitive market context. The implications of market development and government policies for efficiency and welfare will be explored.

### **Enterprise Planning Project (3rd Commerce)**

This course involves students working in small groups on a business development plan project. Active participation by students is required. Students will examine the stages in starting a business from idea generation and evaluation, through negotiation, to birth and survival, including production, marketing, personnel and finance issues. The emphasis will be on the practical application of theory and principle to the preparation of a comprehensive business plan.

### **Enterprise Systems (3rd Commerce)**

The objective of this course is to develop students understanding of Enterprise Systems in Business. Topics include: Information systems in the functional areas including information systems to support finance, marketing, human resources, and manufacturing. ERP systems, frameworks for deploying ERP, Benefits realisation in the ERP setting, Strategic enterprise management systems and emerging directions in ERP.

### **Environmental & Natural Resource Economics**

This course looks at the relationship between economic activity and the natural environment. It deals with such topics as the exploitation of natural resources, environmental pollution and the natural environment as a source for enjoyment. It also discusses the notion of sustainable development. 'Development that meets the needs of the present without compromising the ability of future generations to meet their own needs'.

### ○ Employment Relations (2nd Commerce)

The objective of the course is to introduce students to (a) the system of Industrial Relations in Ireland, (b) International and Comparative Industrial Relations and (c) the functions of the Personnel/HR Department. Topics include: the contexts of employee relations in late 20th century Ireland; the main participants in Irish I.R.; the principal alternative ideologies; the structures, rules and processes of the Irish system; International and comparative Industrial Relations; the roles and functions of Personnel/HR Management Department.

### **Employee Relations, Rights and Obligations (3rd Commerce)**

#### **(Prerequisite: Introductory course in Human Resources)**

The objective of this course is to familiarise students with the principal Industrial Relations legislation in Ireland, including both collective and individual aspects of labour law, the influences of European legislation, and how this legislation affects the practices and processes in the Management of Human Resources. Topics include: the contract of employment, working time, dismissal and protection of employment, employment equality, parental leave, occupational health and safety, worker participation, industrial relations and conflict.

### **European Economy (3rd Commerce) (Prerequisite: Introductory course in Economics)**

This course deals with the economic and social aspects of the European Union (EU), both from the perspective of the Union as a whole and from an Irish perspective. An understanding of the economic motives driving European integration and the effects of greater fusion of European national economies, requires a knowledge of markets in their microeconomic and macroeconomic aspects. The limitations of markets and the institutional initiatives taken by the EU to modify market processes, in order to ensure spatial and social cohesion, are among other themes addressed in this course.

○ **Financial Accounting I (2nd Commerce) (Prerequisite: Introductory course in Accounting)**

The objectives of this course are to complete the development of the accounting skills necessary to allow students to progress to more advanced study of Accounting, and to introduce students to the environment and practice of Financial Reporting. Topics covered will include: Review of conventional accounting measurement and reporting, the accounting process, and double entry systems; Preparation of Final Accounts from the Trial Balance; Adjustments; Accounts from incomplete records; Computer-based accounting systems. The regulatory Framework of Financial Reporting; Introduction to legislative and other requirements for company reporting; Preparation of final accounts for Companies.

**Financial Accounting II (3rd Commerce) (Prerequisite: Intermediate Accounting course)**

The objectives of this course are to introduce students to some more complex problems in accounting practice, to review alternatives to conventional historic cost accounting and to provide an introduction to auditing. Introduction to Group Accounts and to Accounting for Associated Companies; Critical evaluation of selected Accounting Standards; Alternative Income and Valuation Models; Introduction to the external Audit function in relation to company accounts.

**Financial Accounting III (3rd Commerce) (Prerequisite: Intermediate Accounting course)**

The objectives of this course are to develop in students an awareness of the methods available for dealing with advanced problems of Financial Reporting and to consolidate their ability to prepare and analyse company financial statements. Problems in Group Accounts; Accounting for Foreign Currency Translations; Accounting for Leases; Taxation in Company Accounts (particularly Deferred Taxation); Further review of Accounting Standards; Review of the preparation and analysis of Company Financial Statements.

○ **Financial Management I (Diploma in Business Studies) (Prerequisite: Introductory course in Accounting)**

The objectives of this course are to introduce students to some of the various aspects of managing corporate finance. Financing decisions. Sources of finance and financial institutions. Capital structure and valuation. Investment decisions. Capital investment appraisal techniques. Working capital management.

**Game Theory and Industrial Organisation**

Drawing primarily on elementary game theory, this module introduces students to the theory underlying modern industrial organization. We will examine how the traditional structure-conduct-performance approach gave way to the game-theoretic 'new industrial organization'. We will also show in what circumstances firms in oligopolistic markets will deploy strategic weapons such as investment, price, product differentiation and R&D in order to gain a competitive advantage.

**Global Marketing (3rd Commerce)**

The objective of this course will be to provide students with an introduction to international marketing through study of the international marketing environment and the decisions which are required to develop international markets. The course will focus in particular on analysis of international markets and decision making in the international environment. International market analysis will include study of the data sources currently available on international markets, methods of screening export markets, and export marketing research. International marketing management-coverage will include product development and adaptation for exporting, international distribution, pricing and promotion strategy formulation and implementation. The course will include an analysis of Irish export marketing performance and will in general have an orientation towards the Irish exporter. The course will be taught mainly by non-lecture forms of instruction. Students will be expected to undertake projects and case studies which will form the major course activities.

# ● SYLLABI OF COURSES

## ○ Global Employment Relations

Global employment Relations analyses comparative employment systems in both European and non-European countries. It assesses the importance of labour market institutions, trade unions and employer associations in a number of countries. This course also evaluates the concept of a European 'system' of employment regulation and subjects the role of multi-national corporations to critical scrutiny in an international context.

### **Health Economics**

This course covers the following topics: health care as an economic commodity; agency in health care; the demand for health; economic evaluation of health care programmes; output measurement for resource allocation, hospitals, technology and the supply of health care; equity in health care; and the financing of health care. In addition, students must do an essay on a specific health economics problem.

### **History of Economic Thought**

This course provides a comprehensive introduction to the history of economic thought. It begins with an introduction to the history in the ancient and medieval worlds and proceeds through mercantilist thought, the Physiocrats, Smith, Ricardo, Marx, the marginal revolution, theories of monopoly capital, and Thorstein Veblen to John Maynard Keynes. The student is introduced to the concept of the paradigm in the history of thought. The relationship of changes in thought to changes in the real economy is emphasised.

### **Human Resource Management**

The objective of this course is to enable students to understand and apply appropriate human resource policies and practices. Topics include: personnel policy choice; human resources and the economic, political, legal and business environments; resourcing; reward; relations; and training and development.

## ○ Information and Operations Management

This module is designed to give students exposure to a broad enterprise information and operations management education relevant to a modern business degree. The module explores the challenges facing businesses in a global extended enterprise, and introduces a number of tools and processes that businesses use to retain competitive advantage and maintain profitability. To tackle the challenge of managing enterprise operations, firms are leveraging and deploying information and infrastructural resources to exploit business opportunities. As much work is now open, decentralised and distributed, firms increasingly rely on Information, Communications and Technology (ICT) to improve communication flows between central organisational hubs and distributed virtual teams. This module explains how firms are managing business processes and enabling innovation with the use of complex technology architectures.

### **Information Systems Project Management**

The objective of this course is to develop the students' understanding of the issues involved in managing Information Systems projects. The course imparts practical knowledge of the skills and techniques used to manage information systems projects. Project managers need many skills above and beyond the technical skills required to implement information systems. Management of time, scope and cost are vital, as are the 'soft' skills of managing the team and communicating with the stakeholders.

### **Information Systems Management (2nd Commerce)**

The objective of this course is to develop students' understanding of information systems for management, and the management of information systems resources. Topics covered will include: management of information systems resources, information systems security, end-user computing, information systems education, ethical issues in information systems and current issues in the management of the information systems resource.

### ○ **International Business (3rd Commerce)**

International Business combines the science and art of business management with many other disciplines such as economics, anthropology and political science. The evolution of international business as an identifiable academic discipline is as a direct consequence of the growth of multinational business organisation and the emergence of what is widely termed the global economy. This course aims to guide the student in understanding the arena in which international business is conducted. It ranges from micro issues of staffing and strategic management to macro issues of political, economic and sociocultural analysis. By the end of the course, students should be able to identify, analyze, and understand the organizational impact of a wide variety of global management issues. In addition, students should be able to develop broad, strategic solutions and/or plans of action in response to any combination of market, political, socio-cultural, and /or competitive global force.

### **International Economics (3rd Commerce)** **(Prerequisite: Intermediate course in Economics)**

This course will address issues relating to the causes and consequences of the international exchange of goods, services and money. The effect of government policies on international exchange and the welfare of countries will also be explored. There are two distinct halves to this course. The first part is devoted to the real economy and the approach is microeconomic. The second part looks at macroeconomic aspects of open trading economies with a special emphasis on countries of the European Community.

### **Introduction to Financial Economics**

The aim of this course is to provide a general introduction to financial institutions, markets and instruments. The course examines the roles of the principal types of financial institutions in the retail, wholesale and international banking, building society, and finance house sectors; the principal investment institutions; the basic structure and operation of the principal Irish and global financial markets: equity, bond, money, foreign exchange, futures and options markets. This course is also designed to introduce the basic principles of financial

economics by examining the relationship between finance and the real resources and objectives of an organization; agency theory; and the theory of the maximisation of shareholder wealth. Finally, the course provides an introduction to investment analysis by developing an understanding of the economic characteristics of the principal forms of financial instrument issued or used by companies and the ways in which they may be issued and valued; and the characteristics and uses of financial futures, options, and swaps.

### **Irish Economy (3rd Commerce) (Prerequisite: Introductory course in Economics)**

The course aims to give an account of the major policy issues facing the Irish economy, interpreting them in the light of economic theory and empirical evidence. The emphasis is not on 'facts and figures' but on trying to organise our understanding of a complex reality using the simplifying tools of economic analysis.

### **Logistics and Transportation**

This course deals with the logistics and transportation approach to the management of business. The students will study the supply chain and learn how elements of the supply chain work together integrate with other organisational aspects.

### **Macroeconomics (2nd Commerce) (Prerequisite: Introductory course in Economics)**

Basic concepts of National Income Accounting. Aggregate Demand and Supply. Equilibrium and disequilibrium. Saving-Investment relationship. Consumption function. The multiplier. The determinants of investment. Liquidity preferences and theory of interest. The principle of acceleration. The Government sector and National Income and Output. Foreign trade and the national income. Balance of payments. Exchange rates. Incomes, output, employment, prices. The classical theory. Keynesian and Post-Keynesian theories. General Price Level. Index numbers. The inflationary process. Economic growth. Investment and employment. Cyclical fluctuations. Monetary and fiscal policies.

## ● SYLLABI OF COURSES

### ○ Management (Diploma in Business Studies)

The course will provide an overview of the process and principles of management, mainly in business organisations. The primary focus of the course will be on the management functions of planning, decision-making, organising, leading and control. The course will also address the nature and scope of management, in addition to managerial roles and skills.

### **Management Accounting I (2nd Commerce) (Prerequisite: Introductory course In Accounting)**

The objective of this course is to introduce students to the concepts and techniques of Management Accounting. Topics considered will include Profit-Volume Analysis; Accounting Data for Decisions; Marginal Cost and Cash Flow Concepts in Decision Making; Long-run Decisions; Standard Costing and Budgetary Control Systems; Behavioural Aspects of Control.

### **Management Accounting II (3rd Commerce) (Prerequisite: Introductory course in Management Accounting)**

The objective of this course is to extend the student's understanding of the concepts and techniques of management accounting. Topics covered will include: Cost estimation and forecasting techniques, including regression and learning curve models. Product cost accounting: absorption and variable costing, service department costs, joint and by-product costing. New technology and costing systems: backflush costing, throughput accounting, and activity-based costing. Non-financial performance measures. Control systems, behavioural implications of control, incentive schemes. Performance reporting and control in divisionalised companies.

### ○ Management Accounting III (3rd Commerce) (Prerequisite: Introductory course in Management Accounting)

The objective of this course is to provide students with a detailed understanding of advanced issues in costing, control and management accounting. Topics covered will include: Transfer pricing. Contingency theory. Process costing. Cost information and uncertainty: value of information, competitive bidding, variance investigation. Portfolio analysis, multiple-product cost-volume-profit analysis under uncertainty. Agency theory. Accounting controls and non-accounting controls in organisations. Theoretical structures of management accounting. Emerging issues in management accounting.

### **Management Decision Systems (3rd Commerce)**

The objective of this course is to extend students understanding of decision support systems and related concepts. The course will explore the following:  
Decision making and problem solving, the role of information in management decision making, decision support systems, corporate performance measurement, data warehousing, business intelligence, knowledge management, and emerging issues in DSS.

### **Management Information Systems I (Diploma in Business Studies)**

The objective of this course is to provide students with an understanding of how information technology and information systems are used in business. Topics to be covered include information technology architecture, strategic information systems, computer hardware, computer software, systems development life cycles. Practical computer experience will be given in word processing, graphical presentation and spreadsheet software packages.

○ **Management of Organisational Change (3rd Commerce)**

The objective of the course is to provide students with a broad introduction to the disciplines of Organisational Development and the management of change. Topics include: The diagnosis of organisational position in the environment; History of Organisational Development (O.D.); O.D. consulting process; The introduction, adoption and implementation of successful change in organisations.

**Managerial Economics (2nd Commerce)**

Review of microeconomic aspects of First Year Course in Introductory Economics, and in greater detail the following: Demand Analysis: Individual consumer behaviour, market, demand, cross demand, elasticity. Utility approach: Indifference curve analysis. Production: production functions, cost of production, isoquants, application of supply and demand analysis. Market Structures: purely competitive market, market equilibrium, the theory of the firm, monopoly pricing and output decisions under monopoly and under perfect competition, imperfect markets, monopolistic competition. Income distribution: factor markets and determination of factor prices. General equilibrium. Welfare economics.

**Media & Marketing Communications (3rd Commerce)**

Marketing and promotions methods; the nature of communication; consumer behaviour implications; promotional objectives and budgeting; advertising, including theme development; media choice and strategy; message content and measuring advertising effectiveness; personal selling; management of sales promotion and merchandising; public relations; planning, implementing and controlling a promotional programme. An evaluation of how certain Irish businesses and organisations use promotional methods. Throughout the course emphasis will be placed on the promotional methods that could be used by smaller Irish companies.

○ **Marketing Policy & Strategy (3rd Commerce) (Prerequisite: Marketing Research & Marketing Principles)**

This course will build upon the basic marketing principles covered in Marketing I. It will take a practical approach and will place particular emphasis on the application of principles and techniques to actual marketing problems by use of the case method. Areas to be covered include marketing research, consumer behaviour, the variables in the marketing mix, and international marketing. Student projects in marketing will form an additional dimension of the course.

**Marketing Principles (2nd Commerce)**

The functions of marketing; The nature of consumption; Consumer motivation; The marketing mix - product, price, promotion, distribution and service, market research; marketing management.

**Marketing Research (3rd Commerce) (Prerequisite: Marketing Principles)**

Scientific method and research design; formulating marketing research projects; data collection methods for secondary and primary data; sampling methods in marketing research; questionnaire design; attitude measurement; experimentation; data analysis; reporting research findings; applications to practical marketing problems.

**Methodology of Economics (3rd Commerce) (Prerequisite: Introductory course in Economics)**

As a foundation for this course, the major contributions to contemporary philosophy of science are reviewed. The application of these philosophies of science are then examined and critically evaluated. Arising from this, the scientific status of economics and the basis of its claim to knowledge are analysed through an examination of the writing of economists and economic methodologists, including Robbins, Friedman, Samuelson, Koopmans, Hicks, Hahn, McCloskey, Lawson, Mirowski, and Maki. Based on these writings the major methodological positions in economics are identified and critically examined.

# ● SYLLABI OF COURSES

## ○ Money and Banking (3rd Commerce)

### **(Prerequisite: Intermediate course in Economics)**

The objective of the course is to discuss the significance of financial intermediaries in modern financial structures and the issues arising from bank regulation and deregulation. In addition, theories of money supply, money demand and the impact of monetary policy on economic activity and inflation will be discussed.

## **New Enterprise Development (3rd Commerce)**

The objectives of the course are: to give students an understanding of entrepreneurship which may be of particular benefit to those students after they graduate either directly or indirectly (as an administrative entrepreneur/ employee in a financial or development agency); and to give students an understanding of the management of the small company, to learn about its methods of operation, thus providing an opportunity to evaluate the experience in the context of their own future career. The following topics will be dealt with:

Overview of entrepreneurship; Innovation and entrepreneurship; Understanding the stages of the start-up process; Searching for venture opportunities; Matching an individual or team with a venture situation; Project analysis-market analysis, technical analysis, financial analysis. Preparation of the business proposal/plan. Evaluating sources of finance. Structuring the business. Managing operations. Developing the capabilities required in the new enterprise. Use will be made of a number of teaching methods — student projects, case research, case studies, group discussions, workshops and lectures.

## **Operations Research**

Mathematical modelling approach to managerial decision making; Problem Formulation; Linear Programming, Network Analysis; Special algorithms of linear programming; Integer Programming; Dynamic Programming; Decision making under uncertainty.

## ○ Operations Strategy

Operations and production management as a competitive weapon; Long term benefits of modern manufacturing in the areas of quality, flexibility, market response and customer satisfaction; product/process decisions; management of technology; productivity and its measurement in modern manufacturing and service industries. Components of operations strategy; Use of analytical techniques; Writings of Hayes, Meredith, Porter, Schroeder, Skinner and Wheelwright. Case Studies.

## **Public Economics (3rd Commerce) (Prerequisite: Intermediate course in Economics)**

The aim of this module is to introduce students to the role that public sector plays in influencing resource allocation in a market economy. We will focus on the set of normative rules to guide public sector decision-making using tools of modern welfare economics. On the other hand, we will also show that public economics involves the positive study of how the activities of government (for example taxation, transfers, expenditures) influence resource allocation, relative forces and welfare in the economy.

## **Research Project (3rd Commerce) (Prerequisite: Intermediate course in Economics)**

This course gives the student the opportunity to apply economic reasoning to a particular issue in Economics. A number of skills will be developed during the course. These include the ability to understand economic reasoning, the ability to select a research topic and discover what has been written on this topic already, the ability to access economic data, and the ability to write and present a research project. Students have to write a major essay for this course on a topic to be agreed with their supervisor.

### ○ **The Marketing of Services**

The Services sector is the dominant and growing sector of all western economies. Ireland is a service economy, with half of its GDP and 65% of its employment is attributable to services ([www.eu2004.ie](http://www.eu2004.ie)). This course outlines the unique features of services and examines how service marketing differs to product marketing. The role of the consumer in the service encounter is explored, and the elements of the marketing mix are examined from a services perspective.

### **Statistical Methods for Business**

The objective of this course is to develop in students the skills necessary to apply statistical concepts in a business environment. Topics may include: Statistical inference and hypothesis testing; Inference for means; proportions and regression; Linear and multiple regression; Correlation; Statistical estimation; Time series; new and emerging topics in statistical methods for business.

### **Systems Analysis I (3rd Commerce)**

The objective of this course is to develop the student's understanding of systems analysis and design concepts and techniques. Approaches to systems development and software engineering; The Systems development cycle; Requirements analysis techniques; Systems design and development; implementation and maintenance; Structured analysis and design techniques, e.g. Decision tables, data flow diagrams, Data Dictionaries, Entity Relationship diagrams and other techniques; Introduction to CASE.

### **Taxation I**

The purpose of this course is to introduce students to the principles and practice of taxation. Principles of taxation. Structure and administration of the Irish tax system. Practical application of the principles of Irish tax legislation and case law in relation to Income tax and Value added tax. Introduction to pay related social insurance and levies. Basic principles of Corporation tax.

### ○ **Taxation II (prerequisite: Taxation I)**

The objective of this course is to extend the student's knowledge of the areas of taxation covered in Taxation I and to introduce the student to the Capital Taxes. Topics covered will include: Principles of Taxation. Practical application of the principles of Irish tax legislation and case law in relation to Income Tax, Corporation Tax, Value Added Tax, and Capital Gains Tax. International aspects of taxation, including double taxation treaties.

### **Spanish for Visiting Students**

The Course consolidates the language studies of First Year Commerce students. Active command of the language is promoted through regular exercises in the written language and weekly spoken language sessions, while translation exercises and aural comprehension practice are used to develop receptive skills.

### **Web and Interactive Media Design.**

The objective of this course is to provide students with applied skills in web and multimedia development and production. Topics may include: advanced HTML (e.g. DHTML and XHTML); Web and Multimedia development tools (e.g. DreamWeaver, Flash,); multimedia databases; multimedia development and production concepts; interaction design; usability; web and multimedia project management; graphics development (e.g. Fireworks, Photoshop); animation; audio and video production and editing; new and emerging topics.

### **Work and Organisations**

The objective of this course is to enable students to understand and apply critical labour process perspectives to contemporary management practices. It will focus on the modern workplace and assess the impact of organisational structure and design on the nature of work. Topics include: the context of work in modern organisations; labour market and societal changes; control, consent and resistance in organisations; power; teamworking; and empowerment and industrial democracy.



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