



NUI Galway
OÉ Gaillimh

Undergraduate Degrees



J.E. Cairnes School of Business & Economics

www.nuigalway.ie/commerce

NUI Galway

NUI Galway is the epitome of what third level education should be about. It provides a first-rate student experience with modern cutting-edge facilities. Its graduates are sought after throughout Ireland and beyond, and the NUI Galway name is synonymous with high quality.

- Alastair McCall, Editor of The Sunday Times University Guide 2010



Real Learning at NUI Galway

At NUI Galway we are committed to providing our students with a learning experience that has relevance for the real world.



NUI Galway is *The Sunday Times University of the Year 2009*

Here are some of the reasons why:

- The country's highest increase in undergraduate applications in 2009
- The top university for student retention
- One of the top universities for employability
- Excellent record in introducing new and innovative courses
- Strong student satisfaction in all aspects including teaching, facilities, sport and a good first year experience
- Investment in a modern €400 million green campus of the future

Teaching at NUI Galway is discovery-led and our lecturers are constantly inspiring creativity in our students and challenging boundaries. Our lecturers bring the latest teaching ideas into the lecture theatre and are known for their friendly, approachable style.

Innovative Programmes

We are constantly updating our courses and introducing new, innovative programmes to respond to your needs and the demands of the job market.

A degree from NUI Galway will open up a world of opportunities for you. Our graduates are highly sought-after by employers, with over 98% of graduates employed or in further study.

Unique student experience

Here you will benefit from a truly unique student experience that only NUI Galway can offer. We provide you with a wide range of opportunities to develop your personal and social skills, alongside your degree.

We have 85 student societies and over 40 clubs, as well as the chance to study Irish alongside your degree, or to volunteer in the community, so there is something for everyone!

Your learning environment

At NUI Galway we provide real learning on our state-of-the-art campus which we are constantly developing to ensure you reach your full potential. We are currently in the middle of a €400 million investment programme, the single largest capital development plan ever undertaken by the University. This includes our impressive new Sports Centre which opened in September 2008, a stunning new €50 million Engineering Building which is due to open in 2011 and a Student Cultural Centre.



Welcome to the J.E. Cairnes School of Business & Economics



The J.E. Cairnes School of Business & Economics has grown rapidly in recent years. The school now has over 2,000 undergraduate and postgraduate students spread across the disciplines of Accountancy and Finance, Economics, Management, Marketing and Business Information Systems.

Our goal is to deliver high quality programmes and excellent, innovative teaching that responds to the changing needs of our students. Our mission is to provide you with a stimulating and memorable educational experience. The School has a well deserved reputation for teaching and research excellence and we offer a range of internationally recognised undergraduate degree programmes.

Facilities:

Students of the School enjoy top-class facilities in a modern learning environment. You will enjoy state-of-the-art computer services, wireless internet throughout the campus and numerous spacious study areas. The School also houses

Friar's restaurant, which serves great meals and snacks and is an ideal place to catch up with friends in between lectures and study.

Learn from the experts:

Lecturers in the School are among the best in their fields. Our staff are closely linked with industry, locally, nationally and internationally which allows them to ensure that their teaching is relevant to the fast-paced business world. The media often seek out expert advice from our lecturers on topical issues in the news.

Lecturers are known for their approachable nature and are always willing to give students advice and guidance whenever they can.

Innovative Teaching:

Teaching methods at the School are innovative and forward-thinking. Not only will you be taught through lectures and tutorials but you will also have access to the Blackboard system which will allow you to access lecture notes, submit coursework and take part in discussion groups with your classmates. Lecturers here in the Business School also use their research capabilities to ensure that you get a unique learning experience.

Opportunities to study abroad:

Some of our programmes give students the opportunity to study abroad. Studying abroad can be of immense value for both personal and academic development and

here at NUI Galway we actively encourage our students to avail of opportunities to travel. There are many benefits such as improving your language skills, learning about different cultures and customs, and studying abroad also enhances your employment prospects. The University has strong links with other universities in Europe, North America, China, South Korea, Mexico, Japan, Hong Kong and Taiwan.

Innovation, Creativity and Enterprise

All B. Comm students participate in a new module on innovation, creativity & enterprise:

These attributes are vital in the current competitive jobs market. Some areas studied include:

- Theory and practice of innovation in organisations, society and the economy
- Current thinking and recent developments with respect to innovation
- Entrepreneurship
- Impact of innovation on individuals and society
- Recognising and developing opportunities for innovation in response to organisational challenges
- Connecting with your individual capacity for creativity and innovation

Some examples of our staff's expertise include:

- The Virtual Stock Market, which gives students an understanding of the bust and boom cycle of the stock-market. We envisage that this model will eventually be used by stock-brokers to predict the cycle.
- Dr. Alan Ahearne, a lecturer in Economics at NUI Galway and a former economic advisor at the US Federal Reserve, was one of the first to predict the current recession back in 2006.
- Lecturers in Marketing Dr Christine Domegan and Dr. Declan Fleming co-authored the widely used text book "Marketing Research in Ireland, Theory & Practice", Third Edition in 2007.

“Our goal is to deliver high quality programmes and excellent, innovative teaching that responds to the changing needs of our students.”

- Dr Emer Mulligan, Head of the J.E. Cairnes School of Business & Economics.



PRIZES & AWARDS

Here at the J.E. Cairnes School of Business & Economics we are continuously challenging you to achieve your potential. We have awards and prizes for students in every area of study at the School.

Here are just a few:

- ACCA Prize in Professional Accounting
- The CIMA Prize in Management Accounting
- The Deloitte Prize in Taxation and Financial Accounting
- The GlaxoSmithKline Prize for Excellence in Human Resources
- The GlaxoSmithKline Prize for Excellence in Marketing
- The Hewlett-Packard Prize in Business Information Systems
- The PricewaterhouseCoopers Prize in Taxation
- The WESTBIC Innovation Award



Having awards and prizes as part of your course really pushes you to achieve your best in all subjects. We were delighted to win the WESTBIC Innovation Award for Enterprise Planning Project. Not only did we learn loads but it looks great on my CV and really impressed my employer when I was applying for jobs.

- *Conor Sweeney, B. Comm 2008, trainee accountant with Deloitte.*

Some of our Graduates

Graduates from the business degrees at NUI Galway have gone on to become business leaders in many industries. Some examples of our well-known alumni include:

- **Irial Finan:** Executive Vice President of the Coca-Cola Company and President of Bottling Investments.
- **Declan Kelly:** US Economic Envoy to Northern Ireland and former Executive Vice President of FTI Consulting Inc, a global business advisory firm.
- **Pádraig Ó Céidigh:** Owner, Managing Director of Aer Arann Express.
- **Adrian Jones:** Managing Director, Goldman Sachs (Merchant Banking Division).
- **Michael Higgins:** Managing Director, US Real Estate Finance & Investment Banking Group, CIBC World Markets.
- Margaret Sweeney, Chief Executive Officer of PostBank.

‘Every year PricewaterhouseCoopers recruit a large number of graduates from NUI Galway because they have the right mix of knowledge and skills to make a meaningful contribution to our business. They are highly motivated with the drive to succeed in a competitive market.’

- Lorraine Toole, Graduate Recruitment Manager, PricewaterhouseCoopers



Excellent Career Opportunities

Many well known companies recruit students from the J.E. Cairnes School of Business & Economics on an annual basis. Our graduates’ mix of knowledge and transferrable skills makes them ideal employees for both small and large companies. NUI Galway Business Graduates are highly motivated and constantly

strive for success. Examples of some companies who regularly recruit our graduates include Accenture, Boston Scientific, Central Bank, Deloitte, PricewaterhouseCoopers, Hewlett Packard, KPMG, Lidl Ireland, Pfizer, SAP, TG4 and Vodafone.

Professional Exemptions:

Studying at the J.E. Cairnes School of Business & Economics will allow you to seek exemption from some of the professional exams you may go on to sit in the future. Bachelor of Commerce and Bachelor of Commerce International students can select subjects which gain them

exemptions from some of the professional exams of the Institute of Chartered Accountants in Ireland (ICAI), the Association of Chartered Certified Accountants (ACCA), the Chartered Institute of Management Accountants (CIMA) and the Irish Taxation Institute (ITI)

Bachelor of Commerce

FACT FILE

Programme Code:	GY201
Duration:	3 years
Average intake:	337
Minimum points for entry in 2009:	360

Entry Requirements:

Minimum Grade HC3 in two subjects and passes in four other subjects at H or O level in the Leaving Certificate, including: Irish, English, another language, Mathematics and any two other subjects recognised for entry requirements.

The Bachelor of Commerce degree is a three year undergraduate programme which gives students a solid foundation in a broad range of business subjects and allows them to specialise in their chosen field in their final year. Students can specialise in Accounting, Economics, Management of Human Resources, Marketing or Management Information Systems. The programme allows students to work individually and in groups on different projects which are relevant to the ever-changing and dynamic business environment, thus developing their interpersonal skills.

Why choose the B. Comm.?

There are many reasons to choose the Bachelor of Commerce degree at NUI Galway:

- There is a broad range of subjects in the first two years of the programme which gives students a broad knowledge of business and allows them to decide which area is best for them to specialise in, in final year
- The programme provides students with a mix of large lectures and smaller, more detailed tutorials where they can ask further questions and get help with course work
- Our lecturers' links with industry ensure that the programme is up-to-date, relevant and useful to today's graduates and employers
- New, specially tailored modules such as Skills for Work Life which is now taken by second year students taking this programme. This one-semester course is designed to improve student employability and preparation for the workplace by developing a set of practical skills that form the basis for effective working life

- B.Comm. students may apply for a wide range of exemptions from professional examinations in accounting, tax, HRM, depending on their chosen specialisation

Where the B. Comm. can take you.

Graduates of the B. Comm. are highly successful and sought after in all areas of Business. Our graduates go on to work in a variety of careers including:

- Accounting
- Management Consultancy
- Taxation
- Commercial Advisory Services
- Economic Policy Advisory Services
- Marketing
- Human Resource Management
- Information Systems Management
- Finance (including Banking & Insurance)
- Entrepreneurship

Graduates can also go on to select from a range of postgraduate programmes in their chosen discipline at NUI Galway.

STUDENT PROFILE

I studied Commerce and specialised in Marketing. I really enjoyed it as the class was small and the lecturers got to know you individually, which I feel really aids your learning. I hope to work in advertising, and have already received the GlaxoSmithKline Prize for Excellence in Marketing. Life at NUI Galway is amazing and I loved every minute of it! There are so many social outlets on-campus, the clubs and societies are a great way of developing social skills and getting to know people.

- Siobhán McGinty - B. Comm

GY201



MAPPING YOUR DEGREE

Year One:

COMPULSORY COURSES

- Accounting
- Economics
- Management Information Systems
- Mathematics & Statistics for Business
- Introduction to Management
- Introduction to Marketing

OPTIONS

Choose one of the following:

- Business Law
- German
- Italian
- Spanish

Year Two:

COMPULSORY COURSES

- Statistical Methods for Business
- Action Marketing
- Organisational Behaviour
- Managerial Economics
- Management Accounting I
- Skills for Work Life
- Business Finance I
- Employment Relations
- Macroeconomics
- Information and Operations Management

OPTIONS

Choose two of the following:

- Financial Accounting I
- Comparative Economic Thought
- Cost Benefit Analysis
- Introduction to Financial Economics
- Quality Management
- Information Systems Management
- Advanced Statistical Methods for Business
- Management of Organisational Change
- Consumer Behaviour

Year Three:

COMPULSORY COURSES

- Strategic Management
- Innovation, Creativity and Enterprise
- Comparative European Economy

Specialisations - choose a discipline and a wide range of courses in:

- Accounting
- Economics
- Management of Human Resources
- Management Information Systems
- Marketing

Additional optional courses available in:

- Law
- Operations/Logistics
- Accounting
- Economics
- Management of Human Resources
- Management Information Systems
- Marketing

Bachelor of Commerce (International)

FACT FILE

Programme Code:	French (GY202) / German (GY203) / Spanish (GY204) / Italian (GY205)
Duration:	4 years
Average intake:	15 students per programme
Min. points for entry 2009:	French - GY202: 465* / German - GY203: 395 Spanish - GY204: 330 / Italian - GY205: 375
	*Not all on this points score were offered places

Entry Requirements:

Minimum Grade HC3 in two subjects and passes in four other subjects at H or O level in the Leaving Certificate, including: Irish, English, another language, Mathematics and any two other subjects recognised for entry requirements. For GY202 - HB3 in French is required. For GY203 - HC1 in German is required For GY204 - HC1 in a modern European language other than Irish or English For GY205 - HC1 in a modern European language other than Irish or English

The Bachelor of Commerce (International) degree is a four year undergraduate programme which develops students' Business and Language skills. Students gain knowledge on a broad range of business subjects as well as experiencing life in France, Germany, Spain or Italy for one year, which gives them an invaluable insight into international business and culture.

The programme allows students to work individually and in groups on different projects which are relevant to the ever-changing and dynamic business environment.

Why choose the B. Comm. (International)?

There are many reasons to choose the B. Comm. (International) at NUI Galway:

- Graduates of this programme not only have a great business qualification but also a foreign language which is highly sought after in today's competitive global job market
- The large range of subjects in the first two years of the programme gives students a broad knowledge of business and allows them to decide which area of business is best for them
- Small class sizes allow students to ask questions and get help with course work
- Our lecturers' links with industry ensure that the course is up-to-date, relevant and useful to today's graduates and employers

Where the B. Comm. (International) can take you.

Graduates of the B. Comm. (International) at the J.E. Cairnes School of Business and Economics are highly successful and sought after in all areas of Business. Graduates go on to work in a variety of careers including:

EU institutions:

- The European Central Bank
- The European Parliament

Accounting - both professional practice and industry.

Management Consultancy

Taxation

Commercial Advisory Services

Economic Policy Advisory Services

Marketing

Human Resource Management

Information Systems Management

Finance (including Banking & Insurance)

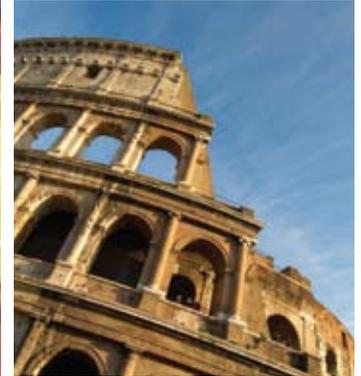
Graduates of the course can also go on to study on a wide variety of postgraduate programmes in their chosen discipline in NUI Galway.

STUDENT PROFILE

I chose the B Comm International with German at NUI Galway. Being in a global business world, having a language other than English is very important. The B. Comm. International has definitely helped me develop my language and business skills. Along with learning all the important business terms in German, I also improved my writing and spelling skills in German. The course coordinator was fantastic. She gave us so much help and advice. All the lecturers were always very approachable and helpful.

- Sarah Whelan – B Comm (International)

GY202 / GY203 / GY204 / GY205



MAPPING YOUR DEGREE

Year One:

COMPULSORY COURSES

- Accounting
- Economics
- Management Information Systems
- Mathematics & Statistics for Business
- Introduction to Management
- Introduction to Marketing
- Language

Year Two:

COMPULSORY COURSES

- Language
- Statistical Methods for Business
- Action Marketing
- Managerial Economics
- Organisational Behaviour
- Business Finance I or Employment Relations
- Macroeconomics or Business Law

OPTIONS

Choose one of the following:

- Financial Accounting I
- Comparative Economic Thought
- Cost Benefit Analysis
- Introduction to Financial Economics
- Quality Management
- Information Systems Management
- Advanced Statistical Methods for Business
- Management of Organisational Change
- Consumer Behaviour

Year Three:

Students study courses in Language and Business at a University in France, Germany, Italy or Spain

Options-choose modules from the following areas:

- Accounting
- Economics
- Marketing
- Management of Human Resources
- Management Information Systems

Year Four:

COMPULSORY COURSES

- Comparative European Economy
- Strategic Management
- Innovation, Creativity and Enterprise
- Language

Options-choose modules from the following areas:

- Accounting
- Economics
- Management of Human Resources
- Management Information Systems
- Marketing
- Law
- Operations/Logistics

Bachelor of Commerce (Accounting)

FACT FILE

Programme Code:	GY207
Duration:	3 years
Average intake:	30
Min. points for entry 2009:	455

Entry Requirements:

Minimum Grade HC3 in two subjects and passes in four other subjects at H or O level in the Leaving Certificate, including: Irish, English, another language, Mathematics and any two other subjects recognised for entry requirements. From September 2011 a minimum of a HC1 in Accounting will be required.

The Bachelor of Commerce (Accounting) is a three-year undergraduate course designed for students who have decided that they want a career in accountancy, taxation or corporate finance. Like the Bachelor of Commerce, this course gives students a foundation in business subjects, but with the advantage of a specialisation in accounting subjects at an earlier stage in the programme. This is a relatively new programme with our first students due to graduate in 2011.

Why choose the B. Comm. (Accounting)?

There are many reasons to choose the Bachelor of Commerce (Accounting) at NUI Galway:

- Graduates of this course will receive a wide range of exemptions from examinations set by the large professional bodies who train accountants in Ireland, which provides a great start on the road to a career in accountancy
- The limited number of places on this course means that students benefit from small classes in some of the key accounting modules. This facilitates an interactive learning environment and helps students settle and make new friends quickly
- A key feature of the B Comm (Accounting) is our emphasis on the development of our students' personal and transferable skills for the workplace through our Skills for Work Life module in 2nd year and our Innovation, Creativity and Enterprise module in 3rd year
- We encourage students to apply for internships with large accounting firms in the summer break after 2nd year to allow them to apply their skills in a practical context

- Our lecturers' links with industry ensure that the programme is up-to-date with current and emerging trends and our students benefit from guest lecturers who bring insight into the role and challenges facing accountants in industry and practice today

Where the B. Comm. (Accounting) can take you.

This degree provides a gateway to a successful career in accounting, taxation, corporate finance and related professions. Many of our graduates will be recruited by Accounting firms where they will complete their training as professional accountants or tax specialists. Others will pursue graduate training opportunities in a diverse range of commercial, industrial and financial service organisations. Whether employed in practice or industry, the salaries and career prospects are excellent. Many accountants use their professional qualifications as a springboard to top management positions.

There are also plenty of opportunities for post graduate study after completing the B Comm (Accounting). These include a Master of Accounting programme, which is offered at NUI Galway, or masters programmes in Banking, Corporate Finance, Taxation and related disciplines.

STUDENT PROFILE

I found the B Comm. (Accounting) course to be a very interesting and rewarding programme. Even though the majority of lectures were taken with the main Commerce group, being part of a smaller class made it easier to make friends and adapt to college life better. The course itself is made up of a range of different subjects, from Business Law to Marketing, making sure there is something which appeals to everybody. I would recommend this course to anyone who wishes to pursue a career in the accounting field

- Rhiannon Owen – second year B Comm. (Accounting) student.

GY207



MAPPING YOUR DEGREE

Year One:

COMPULSORY COURSES

- Accounting
- Economics
- Management Information Systems
- Mathematics & Statistics for Business
- Introduction to Management
- Introduction to Marketing
- Business Law

Year Two:

COMPULSORY COURSES

- Financial Accounting II
- Taxation I
- Management Accounting I
- Statistical Methods for Business
- Managerial Economics
- Skills for work life
- Financial Accounting III
- Taxation II
- Business Finance I
- Macroeconomics
- Information and Operations Management

OPTIONS

Choose one of the following:

- Information Systems Management
- Employment Relations
- Introduction to Financial Economics

Year Three:

COMPULSORY COURSES

- Advanced Financial Accounting
- Management Accounting II
- Management Decision Systems
- Auditing, Assurance and Governance
- Management Accounting III
- Strategic Management Accounting
- Business Finance II
- Innovation, Creativity and Enterprise

Choose one of the following:

- Advanced Business Law
- Company Law I

Choose two of the following:

- Information Systems Strategy and Planning
- Management of Organisational Change
- Economics of Financial Markets
- Company Law II

Choose one of the following:

- Comparative European Economy
- Organisational Behaviour
- Information Systems Project Management

B.Sc. Business Information Systems

FACT FILE

Programme Code:	GY206
Duration:	4 years full time
Average intake:	35
Min. points for entry 2009:	340

Entry Requirements:

Minimum Grade HC3 in two subjects and passes in four other subjects at H or O level in the Leaving Certificate including: Irish, English, another language, Mathematics and any two other subjects recognised for entry purposes

Business Information Systems (BIS) is an innovative 4-year undergraduate degree that explores the use of technology in the modern business environment. Incorporating skills development in technology, business and technology management through individual, team and virtual team project work combined with our global learning and industry engagement initiatives. The B.Sc. in BIS degree provides you with the ideal platform for a successful career in business.



STUDENT PROFILE

Studying BIS at NUI Galway you can expect the best. Throughout the degree you have access to superb facilities, excellent lecturers and you learn about business, economics, finance and marketing all side by side with programming, databases, enterprise systems, web design and so much more. Along with this, there is a study abroad opportunity and an internship that really boosts that employability factor when you go out for interviews. With BIS graduates employed by the likes of Google, Microsoft and many other prestigious companies, the proof is there that BIS is great!

- Paul O' Flynn,
B.Sc. Business Information Systems

Why choose BIS?

There are lots of reasons to choose BIS at NUI Galway:

- The small classes means that you will get a more personal experience. The dedicated BIS facilities are excellent and include three computer suites, a seminar room and a collaborative learning facility
- The blend of business, technology and technology management make the degree particularly attractive to a diverse set of employers
- The BIS Global Learning Initiative, delivered in partnership with prestigious foreign universities, is designed to incorporate an international learning experience into the programme and includes an opportunity to study abroad, foreign work placement, participation in international virtual teams and guest international speakers
- The BIS Industry Engagement Initiative includes a paid work placement, site visits to leading multi-national companies and our membership of the SAP, and Microsoft University Alliance provides our students with access to the latest industry software while our Industry Advisory Board ensures that the skills, methodologies and theories that you learn are consistent with industry needs
- You will be taught by dedicated, experienced, research-active, student centric and approachable lecturers

EMPLOYER TESTIMONIAL

'The blend of business, technology, industry experience and team skills makes BIS graduates very attractive to today's employers.'

- Liam Ryan,
Managing Director SAP Ireland

Where BIS can take you.

87% of BIS graduates are now in degree related employment. The mix of business acumen, technology skills and management knowledge combined with communication and team skills make Business Information Systems graduates valuable assets to any organisation. Our graduates pursue careers across a wide spectrum of job titles. Many choose to focus on their business skills and pursue careers as diverse as entrepreneurship, sales, management, or non-business careers such as teaching or law enforcement. Other graduates focus more on their technology skills and pursue more specialist careers such as:

Business analyst - defining the optimal technology to drive business

Software tester/ developer - application development and testing

eCommerce consultant - leveraging internet related technologies for business

e-Business specialist - managing supply chains or customer relationship management systems

IS manager - managing the range of hardware, software and networking equipment in any organisation

Specialist IS consultant - working with enterprise systems such as SAP or Oracle

BIS gives you the flexibility to define your career. Recent graduates who have decided to pursue further study have chosen masters programmes as diverse as International Management, Marketing and Corporate Strategy, while those opting to stay within the discipline of Business Information Systems can choose from three specialist masters programmes in NUI Galway.

GY206



MAPPING YOUR DEGREE

Year One:

BUSINESS

- Economics
- Accounting

TECHNOLOGY MANAGEMENT

- Management Information Systems
- Business Systems Analysis & Design

TECHNOLOGY

- Business Application Development
- Information Systems Technology

New Enterprise Development Project

Year Two:

BUSINESS

- Management
- Quantitative Techniques for Business
- Management Accounting I
- Business Finance I

TECHNOLOGY MANAGEMENT

- E-Business
- Information Systems Management
- Enterprise Systems
- Information & Operations Management

TECHNOLOGY

- Web & Interactive Media Design
- Database Technologies
- Business Application Development

International Study Abroad Programme-limited places available

Year Three:

BUSINESS

- Marketing Principles

TECHNOLOGY MANAGEMENT

- Applied Systems Analysis
- E-Business Technologies

TECHNOLOGY

- Networks & Communications
- Advanced Programming
- Advanced Database Technologies

Professional Experience Programme (6-8 month placement in industry)

Year Four:

BUSINESS

- Management of Organisational Change
- Strategic Management

TECHNOLOGY MANAGEMENT

- Information Systems Project Management
- Information Systems Innovation
- Information Systems Strategy & Planning
- Contemporary Issues in Information Systems
- Economics of Technological Change

TECHNOLOGY

- Management Decision Systems

ADDITIONAL SUBJECT OPTIONS

Final Year Capstone Project



Find out more information about the degrees at the
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