WE LEAD, INNOVATE & INSPIRE

J.E. Cairnes School of Business & Economics

Postgraduate Degrees 2019-2020
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**How To Apply**

How To Apply

* Non-business graduates may be required to complete a short online course prior to commencement of their studies, dependent on the extent to which they have previously studied the respective subject area.
Welcome from the Head of School

The J.E. Cairnes School of Business & Economics provides a varied, dynamic portfolio of specialist and cross-disciplinary postgraduate programmes.

WHY STUDY AT J.E. CAIRNES SCHOOL OF BUSINESS & ECONOMICS?

The School now has over 2,000 undergraduate and postgraduate students spread across areas such as Accountancy and Finance, Economics and Public Policy, International Business, Management, Marketing, Business Law and Business Information Systems.

Our mission is to deliver a high-impact scholarly environment in which students become well-rounded and employable business graduates. This is achieved through high quality programmes and excellent, innovative teaching that respond to the changing needs of our students. The School has a well-deserved reputation for teaching and research excellence, and we offer a range of internationally recognised postgraduate programmes.

Our programmes are designed and constantly reviewed with the needs of our students in mind. We undertake regular reviews with students, alumni, employers and professional bodies to ensure that we continuously deliver the real learning required to enable you to make an impact on the world of business, and to realise your true potential.

LEARN FROM 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 us to ensure that our 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 e-learning system which will allow you to access lecture materials, submit coursework and take part in discussion groups with your classmates. Lecturers in the School also use their research capabilities to ensure that you receive a unique learning experience.

FACILITIES

Students of the School enjoy the latest 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. With over 116 societies and 46 clubs on campus there are plenty of extra-curricular activities. The School also houses Friars restaurant, which serves great meals and snacks and is an ideal place to catch up with friends in between lectures and study.

I hope you will choose a course at The J.E. Cairnes School of Business & Economics for postgraduate study. Our postgraduate courses will prepare you for a rewarding career, provide you with practical learning opportunities, and upskill you for a constantly evolving workplace.

Dr. Tom Acton
Head of School
Learning from Experience at NUI Galway

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

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 postgraduate 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 enrolled in further study six months after graduating.

John Elliot Cairnes (1823-1875)

NUI Galway dates back to 1845 with the construction of the Quadrangle Building when it was founded as Queen's College Galway. One of its earliest academics was John Elliot Cairnes.

John Elliot Cairnes (1823-75) is arguably the most distinguished economist Ireland has produced. During the 1860s, he was Professor of Jurisprudence and Political Economy at Queen's College Galway.

In the course of his academic career, he established a distinguished international reputation and at the time of his death, he was regarded as one of the outstanding political economists of his age.

Cairnes was the first full-time academic economist in Ireland or Britain and a champion of the emerging Irish universities. Cairnes made many very significant contributions to the development of economic theory and his works were highly regarded both by his peers and, at a later date, by historians of economic thought. He also wrote about many issues of economic policy, including the gold question, while his publications on the Irish land question examined the rights of private property and the status of contract.

The contribution of J.E. Cairnes to business and economics is recognised as being unique and very significant. Charles Darwin and Karl Marx both acknowledged being influenced by his work and it is the respect garnered from his peers, most notably John Stuart Mill, that is the best indication of the significance of Cairnes' contributions.

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 116 student societies and over 45 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 completing a €400 million investment programme, the single largest capital development plan ever undertaken by the University. This includes our impressive Sports Centre which opened in September 2008, the stunning Cairnes Building which houses the J.E. Cairnes School of Business & Economics and a Student Cultural Centre incorporating the Bailey Allen Hall.

At the J.E. Cairnes School of Business & Economics, we take our inspiration from Cairnes' remarkable intellect, from his correspondence and publications, which are recognised internationally as outstanding pieces of scholarship, and from his willingness to challenge his students and colleagues alike to engage in innovative, intellectual research, debate and discussion.
After us, Where then?

The quality and intensity of the postgraduate programmes in Galway has produced top-class graduates over many decades who have gone on to pursue very successful careers in the private and public sectors, in consultancy and entrepreneurial ventures, in research institutes and development agencies worldwide.

You are encouraged throughout your programme at J.E. Cairnes School of Business & Economics to assess your interests, abilities and strengths to help define and achieve your personal career goals. You will be afforded the opportunity to interact with the School’s staff members who have common interests and specialisms. This will help create precious lifelong links which will prove invaluable throughout your career.

You may also avail of the assistance of a dedicated Career Development Centre tailored to meet the needs of all J.E. Cairnes students.

Services available to students include;

- Seminars and information on career areas.
- Career management courses.
- Free psychometric testing and 1:1 careers advisory sessions.
- Job search seminars and information (C.V. preparation, completing applications, creative job search techniques, and interview skills).
- Links with employers including on-campus employer presentations and an online job vacancy database.
- Free careers and recruitment fairs.

With your degree from NUI Galway you will find many doors opening for you as your career develops. Your classmates, with whom you build up strong bonds during the course of the programme, and other postgraduates from the School, will form an extensive network of contacts as you move forward.

The next time you meet a brand manager with Unilever, an IS Project Manager in Silicon Valley, a technology consultant with Deloitte, a manager in PricewaterhouseCoopers, a senior civil servant in the Department of Defence, a Human Resources executive with Telstra in Australia or an economist offering policy advice to the Irish government, ask them about their career paths since completing a postgraduate degree programme at NUI Galway.
Why Galway, Ireland?

Galway is a city, a county, and an experience to be savoured and remembered. The historic city of the tribes dances to a beat uniquely its own.

Galway City has a population just under 72,000 of which at least 1 in 4 are students. It is no surprise therefore that Galway has always had a reputation as a young and student-friendly city. There is certain chemistry and vibrancy to this friendly University City, which many delight in, and few forget.

Galway, with its medieval streets, waterways, extensive range of shopping facilities, wealth of music sessions and other cultural events, is a place to be treasured. The city is unique in Ireland because of the strength of its Irish language, music, song and dancing traditions. The city is well known as an Irish cultural hub, and has the Galway Gealtacht, or Irish-speaking area, right on its doorstep. The language is visible on the city streets, with bilingual signage on display on shops and road signs, and can be heard being spoken by locals around the city.

Often referred to as the “Capital of the West”, Galway is a cultural mecca of sorts, attracting thousands to its many festivals throughout the year. A few of the big events include:

- Galway Film Fleadh (July)
- Galway Arts Festival (July)
- Galway Races (August)
- Galway International Oyster Festival (September)
- Galway Comedy Festival (October)

Galway is also a thriving commercial location. The city has an international reputation in several niche industrial sectors. Strong clusters are evident in the fields of biomedical engineering, electronics, aquaculture, and software development. Galway’s growing population reflects the attractiveness of the city as a place to work and live.

In Galway you will enjoy the best of both worlds—the rich social and cultural life of a cosmopolitan, friendly city, but also one of Europe’s most beautiful and unspoilt landscapes on your doorstep, attracting tourists from all over the world.

The unique combination of a vibrant and growing city, with a thriving university and economy, means that Galway has something to offer everyone and caters to young people like few other places can. Students bring youth, excitement, curiosity and energy to the city, and this added dimension is what makes Galway the place to be.

Galway 2020 - European Capital of Culture

With so much to see and do, many of our graduates choose to stay in the city after they graduate.
Why choose NUI Galway for Postgraduate Study?

We rank among the top 1% of universities in the world for the quality of our teaching and research, according to data from the QS World University Rankings. This ranking consolidates our position among the world’s elite educational institutions.

1% QS WORLD UNIVERSITY RANKINGS

Times Higher Education (THE) World University Rankings includes NUI Galway in Top 200 list of most international universities in the world.

NUI Galway is ranked third of the Irish universities in the prestigious Times Higher Education World University Rankings, 2017-18.

We are the only Irish university to hold the prestigious accolade of stars in the QS Stars 2019 Rating.

€400m

We are in the final stages of a €400 million capital investment programme, which has transformed the campus and given students and staff access to the very best facilities for teaching and research.

Postgraduate Community

At postgraduate level, you will experience smaller class sizes, giving you the chance to really get to know your classmates and lecturers; and participate fully in a postgraduate community.

50%+

of our PG student body are from outside Ireland.

100+

YEARS

of providing business education.
Higher Diploma in Business Studies

The Higher Diploma in Business Studies (DBS) provides graduates with a well-rounded understanding of business. Students are educated in the fundamental skills of business administration, enabling them to play an active role in the management and development of business enterprises. All courses assume no previous knowledge of the subject. The programme is designed to provide students with an orientation towards the commercial and industrial environments.

Core modules studied consist of Accounting, Economics, Management, Marketing, and Management Information Systems. A wide range of optional modules are also available to students, which include Business Law, Brand Management, eBusiness, Employment Relations, and Accounting for Management Decisions.

Entry Requirements

The programme is open to degree holders from a University or other recognised degree awarding body. Applicants should hold a NQAI Level 8 qualification or equivalent. International applicants who are not native speakers of English may be required to provide evidence of fluency: the minimum requirement is IELTS score of 6.5, GPA 3.0 or equivalent international qualification.

Graduates have found employment in

Recent graduates have found employment in Bank of Ireland, Aviva, Deloitte, KPMG, Central Bank of Ireland, Mazars, Boston Scientific, Health Service Executive (HSE), Hewlett Parkard, Jameson and Bord na Mona.

Every year a number of graduates pursue further postgraduate study at master’s level, such as the MSc Marketing Practice, MSc Information Systems Management, MSc International Management and MSc HR Management.

The diploma is accredited by Engineers Ireland under their Continuing Professional Development (CPD) programme and earns the diploma holder the equivalent of 215 days of formal CPD training or 215 CPD credits. It also provides graduates with an opportunity for further study in Accounting, with exemptions provided from the Association of Chartered Certified Accountants (ACCA) exams.

Michelle Murray
Buying/Planner at Medtronic

“The DBS came at the perfect time as I wanted a career change from the education sector and business was something I really wanted to try my hand at. This course gave me the opportunity to completely change my path, challenge myself and excel in an area I hadn’t worked in before.”

Kevin Armstrong
IT Recruitment Consultant at Morgan McKinley

“I believe this course is invaluable preparation for working in any sector, not just Business. It would furnish any undergraduate degree to provide a well-rounded education, as well as opening doors to new areas.”
The objective of the programme is to further develop the academic and professional knowledge and skills of honours accounting graduates who aspire to careers in accounting. The programme combines advanced study of accounting as a basis for a successful career with the development of the student's professional and intellectual capabilities.

Programme content
The programme places significant emphasis on group work and the development of communication skills, both oral and written. The content of the programme has been developed with reference to the syllabus of Chartered Accountants Ireland (CAI).

Graduates of the M.Acc. are granted full exemption from CAI’s CAP2 examinations, provided that they have full exemption from CAI’s CAP1 examinations before taking the M.Acc. programme.

Entry Requirements
The minimum entry requirement is a 2.1 honours degree in Business or Commerce, with a significant specialisation in Accounting. Students are normally required to have full (or nearly full) exemptions from CAP1 examinations of Chartered Accountants Ireland before embarking on the M.Acc. programme.

Graduates have found employment in: Such professions as trainee accountants and tax consultants, and have been employed by: PricewaterhouseCoopers, KPMG, Deloitte, Ernst & Young and Mazars, among others.

Course Instance: 1AY1
Closing Date: You are advised to apply early which may result in an early offer. See page 35 for details
Duration: 1 Year, Full-Time
Fee: Please visit: www.nuigalway.ie/cairnes/fees
Programme Director: John Currie
T: +353 91 493 884
E: maccounting@nuigalway.ie
Course Level: Level 9

Indicative List of Modules:
- Advanced Financial Reporting
- Management Accounting
- Taxation
- Auditing
- Finance
- Decision Theory & Analysis or Strategic Management
- Summer School – Audit & Accounting Analytics & Cognitive Technologies (KPMG)
- Summer School – Management of Organisational Performance

Ciarán O’Donnell (M.Acc 14/15)
Ernst & Young
“I would certainly recommend studying the Master of Accounting degree at NUI Galway. My experience and time at Galway was without a doubt a positive and very enjoyable one. The facilities at the J.E Cairnes Business School are top class and are entirely conducive to an effective study environment. The programme lecturers are very much approachable, friendly, and hardworking. Furthermore the course offers a great platform for developing those skills necessary in progressing in the workplace and also with the professional exams. Lastly it needs to be mentioned that Galway City itself is a fantastic location to study in and the contacts you develop during the program are, in my opinion, invaluable.”
MSc (International Accounting & Analytics)

This MSc in International Accounting and Analytics at NUI Galway provides the opportunity to develop insights and technical knowledge of tools and techniques for driving organisational performance. This programme responds to the changing skills needed in business, in particular the need for more modules on data interrogation and analytics. In recognition of the growing importance of analytics in business, a specialisation in data analytics is a key element of this programme with two modules in semester two (Data Science and Big Data Analytics, and Business Intelligence with SAP) followed by a Big 4 practitioner-led ‘Analytics for Accountants’ Summer School. Graduates will be exempt from papers F1, F2, F3, F5, F7, F8 and F9 of the ACCA. Visit the website for more information about CPA Exemptions available.

Three Reasons to choose this course:

1. SAP Certification
2. KPMG-led Summer School on Audit and Accounting Analytics
3. Exemptions from specific ACCA professional accounting examinations.

Programme Content
This MSc in International Accounting and Analytics at NUI Galway provides the opportunity to develop insights and technical knowledge of tools and techniques for driving organisational performance. This programme responds to the changing skills needed in business, in particular the need for more modules on data interrogation and analytics. In recognition of the growing importance of analytics in business, a specialisation in data analytics is a key element of this programme with two modules in semester two (Data Science and Big Data Analytics, and Business Intelligence with SAP) followed by a Big 4 practitioner-led ‘Analytics for Accountants’ Summer School. Graduates will be exempt from papers F1, F2, F3, F5, F7, F8 and F9 of the ACCA. Visit the website for more information about CPA Exemptions available.

Entry Requirements
A first class or second class honours grade 1 in a commerce / business degree or a GPA of 3.5 (out of 4) will be required, which must have included the study of Financial Accounting and Management Accounting and Business Finance to intermediate level.

Graduates
As a graduate of the MSc in International Accounting and Analytics, you will have an understanding of cutting edge design and use of systems and processes to leverage best use of organisational data to facilitate performance management of organisations. Coupled with your technical accounting skills you will be well positioned to work within the accounting function and management team to lead and manage organisations to achieve their strategic objectives.

Zhiwei Mao
Pathway A Graduate, Employed at Deloitte, Dublin

"Studying the MSc International Accounting and Analytics in NUI Galway is the one of the wisest career decisions I’ve ever made. I have gained professional knowledge from both intensive accounting modules and the practical summer schools which involve cooperation with KPMG and leading international academics. Through learning about big data and taking a SAP module, I have gained insights into and critical skills for managing big data and data analytics. I have to say that the learning experience of the entire MSc International Accounting and Analytics programme in NUI Galway has played a significant role in landing job offers from the "Big Four" for me. I really enjoyed and am so grateful for my time studying here!"
MSc (International Accounting & Analytics) PATHWAY B January Intake

Programme Content

This MSc in International Accounting and Analytics at NUI Galway provides the opportunity to deepen your study of the application of management accounting techniques in different contexts and to develop understanding, insights and technical knowledge of the data analytics tools and techniques for driving organisational performance. This programme is designed to provide early and mid-career accountants with the skills and knowledge needed to engage with big data in a variety of roles in practice and industry.

Entry Requirements

Applicants are required to be full members and have completed all of the accounting examinations and qualifications from a recognised professional accountancy body including the following: ACCA, CIPFA, CIMA, CPA, ICAEW, ICAI, ICAS or other IFAC member body assessed as equivalent by the Programme Director.

Graduates

Our MSc is the first programme of its kind in UK and Irish universities to offer practical hands-on modules in SAP and audit analytics tools for accountants. As a graduate of the MSc in International Accounting and Analytics you will have access to a wide range of employment opportunities in accounting, industry, management consultancy and financial services.

Find out more: http://www.nuigalway.ie/accounting-analytics.html

Neasa Kitchin
Pathway B, Qualified Accountant now employed as Project Accountant

“The MSc in International Accounting and Analytics is a unique course which provides a good revision of key accounting topics and introduces accountants to the phenomena of Big Data. Practical sessions have helped me understand how I as an accountant can leverage various tools to analyse the growing volume of data available to my organisation and gain invaluable insights to add value to the business. Obtaining, managing and presenting the data is key to being able to interpret it and this course provides a great basis to build on.”

Reflecting the increased importance of analytics for many different accounting careers, this programme is designed to provide early and mid-career accountants with the skills and knowledge needed to engage with big data in a variety of roles in practice and industry.
The award winning MSc in International Management provides students with in-depth knowledge and expertise in the principles and application of international business and management. The degree provides a solid foundation for a career in international management with multinational corporations, internationally focussed and newly internationalising domestic firms.

You will examine the complexities of international management and the impact of cultural, local and global norms on business. You will develop a critical understanding of the importance of human agents (e.g., executive, stakeholder, employee, customer and citizen) and assess the balance between people and process driven elements in an organisation. You will have critical insight into key functional aspects of international management (e.g., strategy, global marketing, international corporate finance, international HRM), set within a framework of cross cultural management, and linking all of these dimensions to the key driver of organisational competitiveness: sustainability: innovation.

In addition, you will assess the ethical complexities involved in managing global organisations, and the factors involved in responsible decision making (both in business and in society). You will have the opportunity to synthesise theory and practice through an international field trip.

### Entry Requirements
Candidates for the MSc in International Management will normally hold or expect to hold before the programme commences, an undergraduate degree, usually a Grade 1, or a H2.1 that can be in any discipline. IELTS score of 6.5 or equivalent, if applicable.

### Employment
Graduates have an excellent employment track record. Employment profiles of a sample of our recent graduates are as follows: Area Manager, Kumon, London; Business Marketing Specialist at Telefónica (O2), Dublin; Client Service Executive at IMS Health in Dublin; Investment Banker at Jeffries, London; as well as managerial appointments in Amazon, Google, McKinley Recruitment, Medtronic and Qualtrics.

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**Indicative List of Modules:**

**Semester I**
- Global Business and HR in Context
- Cross Cultural Management
- Corporate Social Responsibility
- Irish Economic Policy
- Strategic Management
- Research Methods

**Semester II**
- International HRM
- Innovation Management
- Global Marketing
- International Corporate Finance
- Doing Business Abroad or Research Project

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**Did you know?**
We have a new Intel sponsored award for our highest academically performing student, valued at €1,000.

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**INTERNSHIPS Coming Soon**
MSc (Strategy, Innovation & People Management)

Focusing on three critical determinants of enterprise success and their interfaces, this MSc is an innovative programme designed and developed to meet graduate and employer needs in the globalised Smart Economy. It is one of only a small number of programmes accredited by the Chartered Institute of Personnel & Development (CIPD) and is unique in focusing on other critical areas of management in addition to HRM.

The long-established MSc in Strategy, Innovation and People Management provides students with a deep, analytical and applied understanding of strategic management, innovation and people management and their interfaces in the knowledge-based, global economy, by exposure to leading and innovative research and expertise within the J. E. Cairnes School of Business & Economics.

The MSc in Strategy, Innovation and People Management is approved by the Chartered Institute of Personnel Development (CIPD) at the advanced standards level. On successful completion of the programme, students are eligible for Associate Membership of CIPD. After graduation, as they build professional experience, they can progress through the professional stages of CIPD membership from Chartered Member to Chartered Fellow.

Successful students can anticipate, after completing the necessary experience requirement, supplementing their MSc degree with the recognised professional qualification in the field of HRM.

The programme aims to:
- Provide rigorous exposure to the critical determinants of enterprise success.
- Foster a critical mindset and approach to theory and practice.
- Develop insight to key success factors in a globalised, knowledge-based world.
- Give exposure to a range of people-based organisational contexts, both local and global.
- Equip graduates to work in a variety of industry settings.

Entry Requirements
Normally a second-class honours undergraduate degree, usually a Grade 1, or a H2.1 in the Higher Diploma in Business Studies, is required. IELTS score of 6.5 or equivalent, if applicable. Practical experience providing exposure to the strategic, innovation and human resource issues confronting organisations would be an advantage.

Annual team-building and team-skills development off-site trip in Delphi Adventure Centre.

Tara O’Carroll,
Employee Insights Specialist,
Qualtrics, Dublin

“This masters allowed me to hone in on my people management skills and learn how leading businesses triumph in the ever competitive and constantly changing market. I am now working in Qualtrics - which is a leading data insights platform for market research, customer experience and employee insights.

On reflection of the last year, it was really a fantastic experience and I would encourage anyone to apply as you get a grounding in human resources aspect which has the CIPD accreditation and also all facets of strategy & innovation management.”

INTERNSHIPS
Coming Soon
This CIPD (Chartered Institute for Personnel Development) accredited programme is designed to help you to develop a thorough knowledge and applied competence in the fundamentals of human resource management and employment relations. You will examine the nature of work and explore human resource policy and practice in national and multinational organisations.

**MSc (Human Resource Management)**

The MSc (Human Resource Management) provides the analytical and problem solving skills that one needs to succeed in the changing world of work as a HR profession in national and global organisations.

Our degree is recognised as one of the leading postgraduate programmes in the country delivered by some of the research leaders in the field of human resource management.

Our innovative syllabus offers up to date insights into the latest thinking about managing people at work in both private and public sector organisations. When you have successfully completed the degree programme you may join the CIPD, the professional body for human resource practitioners. During the course of the degree students will get the opportunity to participate in CIPD Western Region events providing network opportunities with HR professionals working in national and multinational organisations. An attractive feature of the degree is the voluntary involvement of our HRM alumni in mentoring students on job pathways and opportunities.

On completion of this degree we expect that students will have developed abilities in problem solving and the capacity to critically assess both theoretically and practically economic, social and political factors that influence the role of contemporary HR management.

**Entry Requirements**

Successful applicants generally have obtained a second class degree in business, management or in a social science cognate discipline. Previous work experience is also taken into consideration. A personal statement must be included with all applications. IELTS score of 6.5 or equivalent, if applicable.

An interview may form part of the selection process.

Graduates have found employment in HR generalist and other specialist HR positions in Beckman Coulter, Boston Scientific, CPL Recruitment, Google, HSE, IBEC, INTEL, Civil Service, The Irish Times and Medtronic. A number of graduates have successfully continued their education to PhD level and are lecturing and researching in worldwide universities from Ireland, the UK, to South America and Asia.

**Indicative List of Modules:**

**Semester I**
- Global Business and HR in Context
- Leading, Managing and Developing People
- Employment Relations and Law
- Research Methods

**Semester II**
- Reward Management
- Learning & Development
- International Human Resource Management
- European Labour Markets (Optional)
- Research Project

**Ananya Shivanand, Staffing Associate, Microsoft**

"After working for a couple of years in the recruitment industry for a well known company in India, I thought international exposure through a well-rounded HR programme would add value to my career. I applied to the course at NUI Galway as this was a CIPD accredited programme and covered a variety of modules that I wanted to study. I would highly recommend this course to anyone who is as passionate and as interested about HR as I am."

**Course Instance: 1MHR1**

| Closing Date | You are advised to apply early which may result in an early offer. See page 35 for details |
| Duration | 1 Year, Full-Time |
| Fee | Please visit: www.nuigalway.ie/cairnes/fees |
| Programme Director | Dr. Deirdre Curran T: +35391 492521 E: deirdre.curran@nuigalway.ie |
| Course Level | Level 9 |

**Shortlisted for the BUSINESS National Postgraduate Course of the Year Award 2013 MSc (Human Resource Management)**

INTERNSHIPS Coming Soon

The MSc Human Resource Management class are pictured in Toulouse as part of the European Labour Markets module which is taught at Toulouse Business School.
MSc (Technology Management) (Part-Time)

This blended learning MSc is designed for managers, technical specialists, engineers, or those responsible for managing technologies within their organisations. Delivered on a part-time basis over four semesters via blended learning, the programme will include ten taught modules and one year-long research (thesis) module in Year 2 of the programme.

The programme content explores topics such as innovation and entrepreneurship, new product development, strategies for technology management, and the use of new and emerging technologies in a variety of sectors. The programme will assist managers or aspiring managers to develop their knowledge and understanding of the increasingly important area of technology strategy, and to build their management and leadership capabilities for new or current roles. Students will be enabled to become powerful change agents and effectively apply this new knowledge to various work situations.

The programme is delivered by blended learning (online, distance and face to face workshops on Saturday), ensuring minimum disruption and maximum flexibility. It is offered under the auspices of the Atlantic University Alliance (AUA), which is a collaborative agreement between UCC, UL and NUI Galway. Seminars will take place on a revolving basis at all three universities, approximately one Saturday per month.

**Entry Requirements**

Applicants are expected to hold a primary honours degree (minimum H2.2), or equivalent and have at least five years of relevant industrial experience. Candidates who do not meet the minimum entry criteria may apply for the PDip (Innovation Management) or the PDip (Technology Commercialisation). On successful completion of either of these programmes with an average grade of 2:1 honours, students may apply for entry to the MSc Technology Management with exemptions.

*Graduates have found employment in* Areas such as research and development, production and operations management, information systems and management consultancy. The programme is suited to a variety of industry sectors including services, medtech, biotechnology, manufacturing, healthcare, and the public sector.

### Closing Date

### Duration
2 Years, Part-Time

### Fee
Please visit: [www.nuigalway.ie/cairnes/fees](http://www.nuigalway.ie/cairnes/fees)

### Programme Director
**Dr. Niamh Nolan**
T: +353 91 493 746  
E: niamh.nolan@nuigalway.ie

### Course Level
Level 9

#### List of Modules:

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<th>Core Modules:</th>
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<tr>
<td>Managing Innovation</td>
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<td>Managing Technology Projects</td>
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<td>Product Design and Development</td>
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<td>Technology Finance and Capital</td>
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<td>Information Systems and Software Management</td>
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<td>Innovation and Technology Transfer</td>
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<td>Marketing Technology Products</td>
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<td>Technology Innovation and Entrepreneurship</td>
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<td>Strategy and Management of Technology</td>
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<td>Thesis</td>
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<th>Optional Modules (Choose one):</th>
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<tbody>
<tr>
<td>People Management for Technology Organisations</td>
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<td>Six Sigma</td>
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### David Ronan, Graduate

“All technology management positions are different and require specialist skills to deliver success. Learning the right attitude to managing innovation as well as gaining the skills to be able to interpret the metrics used to manage complex technical resources was vital to me. This course gave me the knowledge to approach medical device R&D management with fresh insight and up-to-date tools which had practical applications in the workplace. The content was well presented, carefully compiled and delivered in a way that allowed me to apply it in the workplace as I was covering the material, testing the practical aspects of the knowledge as I learned it. The blended learning approach meant that the course work never overwhelmed me and I could plan for assignments and exams well in advance. The support from the lecturers and course administrators was constant and the online portion ensured my focus was maintained throughout the course. The knowledge I gained is used every day, it has allowed me to make real advances in my career.”

NUI Galway J.E. Cairnes School of Business & Economics | MANAGEMENT
The Diploma in Technology Commercialisation seeks to improve Ireland’s expertise in Technology Commercialisation and to up-skill the next generation of entrepreneurs focused on new and emerging technologies. It provides information and guidance to potential entrepreneurs in business planning, securing project finance and the knowledge needed to commercialise new technologies, products and services.

The Diploma is designed to assist managers, scientists, and engineers to realise the potential of innovation and gain a greater understanding of the commercialisation process. Through the programme students will participate in project activities that will assist their understanding of the commercialisation options available to an identified venture. It will also develop the students’ understanding of venture capital financing, business management, marketing and technology development. In addition, this course will provide invaluable networking opportunities with individuals, companies and agencies involved in technology commercialisation.

Entry Requirements
Applicants are expected to hold an undergraduate degree, 1st or 2nd class honours in any discipline, along with three years of relevant industrial experience; or an Ordinary or 3rd class honours undergraduate Degree, along with five years of relevant industrial experience; or a recognised professional qualification and five years of relevant industrial experience.

Transfer options: candidates who have third level education but do not meet the minimum entry criteria for the Diploma programme may be interviewed by the Programme Board to ascertain their suitability for entry. On successful completion of the Diploma (Technology Commercialisation) with a 2.1 grade or higher, students may apply for entry to the MSc (Technology Management) with credit for related modules.

Graduates have found employment in both private and public sector organisations, particularly those directly involved in innovation and marketing activities and also new/emerging technologies.
Students of this diploma will learn about innovation and change and how it affects business operations. They will gain knowledge of new process technologies that contribute to improving operational efficiency and competitiveness in their organisations. The programme will address the effective management of innovation strategies and identify appropriate business process improvements to facilitate the introduction of such change.

The programme content includes core modules and a project which provides students with an opportunity to apply the module theories and concepts in a practical setting.

The programme is delivered via blended learning and is targeted towards those responsible for innovation in their organisations. The programme insures that students are innovation focused and assists them in the development of an entrepreneurial culture within their organisation. It will also appeal to those who have experience in a non-management area but wish to increase their skills and knowledge to launch their own enterprises or introduce new products or services to the market.

The course is delivered in association with the University of Limerick and University College Cork, with the location of Saturday workshops (approximately monthly) alternating between the different universities.

**Entry Requirements**

Applicants are expected to hold an undergraduate degree, 1st or 2nd class honours in any discipline, along with three years of relevant industrial experience; or an Ordinary or 3rd class honours undergraduate Degree, along with five years of relevant industrial experience; or a recognised professional qualification and five years of relevant industrial experience. Candidates who have third level education but do not meet the minimum entry requirements for the Diploma programme may be interviewed by the Programme Board to ascertain their suitability.

On successful completion of the Diploma (Innovation Management) with a 2.1 grade or higher, students may apply for entry to the MSc (Technology Management) with exemptions.

Graduates have found employment in Areas such as research and development, production and operations management, and across a broad range of industry and service sectors.
International Leadership Gateway: Fordham
Organisations now operate in a global environment and it is important to understand different perspectives and experiences in an international context. Combining tuition and experiential learning in a global business context the International Leadership Gateway Experience is an intensive tailored programme currently delivered in collaboration with our academic partner Fordham University, NY. The programme pivots around your personal leadership development.

Graduates have found employment in: Executive MBA graduates from NUI Galway are employed by leading organisations in both the private and public sector in a variety of different industries. Employers include: Aerogen, Alkermes, AIB, Atlantic Aviation Group, BMR, Department of Education and Skills, Glanbia, Hollister, HSE, Ingersoll Rand, Medtronic, The City Bin Co. and Transitions Optical.

Connor Flanagan, CEO, Atlantic Aviation Group
“Changing career direction after 20 years in the engineering services industry would have been a daunting decision before I completed my MBA at NUI Galway. The MBA gave me the confidence to take on this challenge and step into the complexity of the Aviation industry. The interactive and team-based approach to learning promotes an environment for leadership skills to emerge”
Have you studied some economics, but wish to do more, and perhaps go on to a masters degree? Or, if you haven’t studied economics but have a degree, would you like to begin? The Higher Diploma in Economic Science may be the programme for you.

It’s an intensive two semester programme, comprising mainly taught courses, with a research paper component. It provides a good basis for those who have studied economics at pass level in their primary degree to further their knowledge, and in other disciplines to embark on that path. The programme is designed to equip graduates with the professional and analytical skills necessary to pursue a career in economics or related disciplines in the public and private sectors. It also provides an excellent route for entry into a masters in economics programme.

**Entry Requirements**

NQAI Level 8 degree or equivalent. GPA 3.0. IELTS score of 6.5 or equivalent if applicable.

Graduates have found employment in such companies as: Sustainable Energy Ireland; KPMG, AIB and PayPal and in government departments and agencies.

**Did You Know?**

A combined fee arrangement applies to those who complete this programme and subsequently are admitted to one of the three masters in economics at NUI Galway (i.e., international finances, health economics, and natural resources economics and policy).

In these cases, the higher diploma is treated as the first year of a two-year programme, with the second, (masters) year involving a lower fee (in 2018/19, this is expected to be €3,000 for EU students).

Contact the programme director detail for details.

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**Course Instance: 1EK2**

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<thead>
<tr>
<th>Closing Date</th>
<th>You are advised to apply early which may result in an early offer. See page 35 for details</th>
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<tr>
<td>Duration</td>
<td>1 Year, Full-Time</td>
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<td>Fee</td>
<td>Please visit: <a href="http://www.nuigalway.ie/cairnes/fees">www.nuigalway.ie/cairnes/fees</a></td>
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</table>
| Programme Director | Mr. Stephen McNena  
| T: +353 91 493 053  
| E: stephen.mcnena@nuigalway.ie |
| Course Level | Level 8                                                         |

**STREAM A**

**Core Modules:**
- Intermediate Microeconomics
- Mathematics for Economics
- Ireland, Europe and the Global Economy
- Research Paper I
- Intermediate Macroeconomics
- Statistics for Economics
- Research Paper II

**Optional Modules**
- Irish Economic History
- Comparative Economic Thought
- Environmental & Natural Resource Economics
- Public Economics
- International Economics
- Economics of Financial Markets

**STREAM B**

**Core Modules:**
- Topics in Microeconomic Theory
- Applied Econometrics
- Research Paper I
- Topics in Macroeconomic Theory
- Research Paper II

**Optional Modules**
- Irish Economic History
- Comparative Economic Thought
- Health Economics
- Ireland, Europe and the Global Economy
- Money and Banking
- Development Economics or Marine Economics
- Environmental & Natural Resource Economics
- Public Economics
- International Economics
- Economics of Financial Markets
The Master of Economic Science (International Finance) is specifically tailored with dedicated courses aimed at providing students with cutting-edge knowledge of international finance. The programme is designed to equip students with a rigorous understanding of global macroeconomics and the technical skills needed to produce sophisticated analysis of issues in international finance.

Special emphasis is given to current issues in international economic policy and to recent developments in cross-border investment, exchange rates, risk management and asset pricing. Graduates with these skills are highly valued by banks and other financial institutions, by public institutions such as central banks and by multinational corporations.

Why choose international finance at NUI Galway?

Develop a career path

The programme is your passport to the exciting and rewarding world of financial services. This postgraduate qualification opens up a wide variety of career opportunities in the financial services industry, both in Ireland and abroad. From Galway to Singapore, from New York to London, financial services businesses such as banks, insurance companies, stockbrokers and investment funds, as well as government agencies, central banks and multinational corporations all put enormous value on the skills taught in this programme.

Prepare for a PhD

The programme provides necessary transferrable skills to pursue PhD in Finance, Economics, and other cognate disciplines. Several graduates from this programme have successfully completed their PhD, both at NUI Galway and other leading Irish/International Universities.

Education to the highest international standards

The programme aims to deepen students’ understanding of the forces driving the global economy and the operations of international financial markets. The programme is designed to provide students with a rigorous analysis of the theory of international finance and the essential technical skills for using frontier methods of applied financial analysis. The programme offers students’ hands-on training of computer-based simulation models for both business analytics and the analysis of financial data.

Entry Requirements

Students admitted to the programme will normally hold a primary degree with Second Class Honours, Grade 1 or equivalent, which will have included the study of economics to intermediate level. Students who hold a Diploma in Economics with Second Class Honours, Grade 1, or equivalent may also apply. IELTS score of 6.5 or equivalent, if applicable.

Graduates have found employment in Goldman Sachs, Delta Index, European Central Bank and Bank of England.
MSc (Global Environmental Economics) is an innovative programme for students interested in contributing to environmental policy and to sustainable long-term management of rural and urban resources. It aims to equip graduates with quantitative modelling skills to meet the diverse challenges of global climate change, sustainable development and environmental governance.

Many of the greatest challenges facing societies around the world today relate to environmental concerns—from climate change to food and energy security, the need to achieve sustainable and resilient forms of economic development, sustainable use of natural resources, pollution or biodiversity loss.

The discipline of environmental economics is central to our understanding of these challenges and to the framing and evaluation of appropriate policy responses. This course will equip students with the skills to address these challenges through a unique combination of theoretical and applied subjects. These are delivered through small group teaching by academics as well as industry and policy experts. This guarantees a practical focus that is further strengthened through work placements in related companies or research institutes in Ireland or abroad.

Learn from Experts
Academics from this programme collaborate with researchers from the Rural Economy Research Centre, Teagasc, the Irish Marine Institute, the Economic and Social Research Institute, the Sustainable Energy Authority of Ireland and the European Commission. The combination of theory and industry involvement equips students with important skills for future employment.

Career Opportunities
Graduates have found employment in international development and aid agencies, the European Commission, utility companies, government departments, investment banks, corporate environmental investment funds, United Nations organisations, consultancy firms and local authorities, and many of our graduates have gone to undertake PhDs.

Entry Requirements
Students with a primary degree with Second Class Honours, Grade 1 or equivalent, which will have included the study of Economics can apply. Students who hold a Higher Diploma in Economics with Second Class Honours, Grade 1 or equivalent may also apply. Students without an economic background are also encouraged to apply and will be accepted subject to successful completion of an online preparatory Economics course. These students are advised to get in touch with the course coordinator as early as possible for more details.

IELTS score of 6.5 or equivalent, if applicable.

Work Placement
The three month internships that form part of the 12 month programme also allows students to apply the skills learned during the course in a real-world environment.

Nalumu Elizabeth Eleiton (from Uganda), MSc Natural Resource Economics and Policy, 2015
“This course an excellent choice for students with an interest in environmental economics. The course was very practical and included a field trip aboard the RV Celtic Voyager aimed at enhancing knowledge and appreciation of marine science that is also incorporated into marine policy formulation.”
The MSc (Health Economics) introduces the student to the principles underlying the economic analysis of health care decision making within an evolving context of technological development, population ageing and changing patient expectations.

The programme is designed for people interested in pursuing a career in the government, the health service, the pharmaceutical and medical device industries, or in research and consultancy agencies. The programme examines the challenges of scarcity for health care provision, analyses alternative systems of finance and delivery and provides an introduction to the techniques of evaluation used in health care.

The programme is designed to:

- Develop a thorough knowledge and applied competence in the fundamentals of health economics including health technology assessment.
- Develop an ability to critically appraise alternative systems of health care finance and delivery in terms of equity and efficiency.
- Expose the student to policy debates regarding access to care including new and expensive technologies.

Work Placement
Students have the opportunity to apply for paid work placements in the pharmaceutical industry in Ireland. Many of our students are retained upon completion of their placement.

Entry Requirements
Normally applicants require a primary degree with Second Class Honours, Grade 1, which will have included the study of economics to intermediate level. Students who hold a Higher Diploma in Economics with Second Class Honours, Grade 1, or equivalent may also apply. IELTS score of 6.5 or equivalent, if applicable.

Applications from people with experience in the pharmaceutical industry or the health care system are welcome. Non-economics graduates may be required to complete a short online preparatory course prior to commencement of their studies. Working professionals can complete the program on a part time basis or over a two year period.

Graduates are employed in the government, pharmaceutical industry, the health service, research and academia. Companies who have hired graduates include Novartis, Janssen and MSD. Several graduates have gone on to study for their PhDs.
This MSc is designed as a specialist course which assists students in blending their existing talents with the technological skills and business knowledge needed to design, develop, use and manage information systems within modern organisations.

A variety of sought-after technical skills are covered in this course, using leading-edge industry software. Students gain practical knowledge of business systems analysis and design; project management; database design; applications development; business information technologies; and the business context of IS development and management. The teaching approach places a strong emphasis on hands-on skills and problem-based learning.

Specialised aspects are also covered, such as: human-computer interaction, information systems security, enterprise systems, business analytics and decision support systems, electronic commerce, and innovation. Learn about cutting edge topics such as Analytics, Cryptocurrency, Blockchain, and Gamification.

The programme involves a major group-based project, typically to produce a website or an app, for a local firm or not-for-profit organisation, where many of the ideas and skills learned from the programme are applied in practice.

Entry Requirements
Normally a Second Class Honours undergraduate degree, a minimum H2.2 but preferably a H2.1 or H1 (or equivalent international qualification). IELTS score of at least 6.5 or equivalent, if applicable.

It is expected that successful applicants will come from a variety of academic and professional backgrounds, ideally with prior exposure to information technology and/or business. The personal statement made on application is important to express your conviction that the programme is right for you and to explain how it fits into your career plans.

Graduates have found employment in Extensive career opportunities exist for graduates of the MSc in Information Systems Management with companies in a variety of sectors, in Ireland and abroad. Employers in Ireland of recent graduates include Accenture, SAP, Google, Hewlett Packard, Version1, Ernst & Young, Bearing Point Consulting, Information Mosaic, Ericsson, Medtronic, Avaya, Metalogic, Paddy Power, Xilinx and Dell Computers.

Danielle Aherne, Customer Success Manager - SAP Innovative Business Solutions

Undertaking the MSc in Information System Management was a great experience. It involved not only theory based learning from a broad spectrum of modules, but also practical learning. I got the opportunity to engage in a major project with a local business over the course of 10 months. This gave me an insight into all aspects of system creation; from design and development, to implementation and testing. I found the lecturers were very understanding and helpful when I had difficulties. Many of the modules involved active learning which encouraged me to problem solve and design solutions in class, this made the subjects engaging and interesting to learn. This course has strengthened many of my skills and expertise; from innovative thinking, to critiquing and analysing, as well as developing my soft skills which are extremely useful to have in the workplace.
Upon completion of the MSc Business Analytics, students will have acquired industry-standard skills and in-depth knowledge to:

1. Understand and be able to use specific IT which is used in developing business analytics.
2. Analyse and solve business problems using applied data analytics tools and techniques.
3. Understand and apply techniques for managing Information Technology in organisations.
4. Identify, analyse and solve applied problems in individual and team-based settings.
5. Apply effective decision-making to global business problems.

**Entry Requirements**

Applicants should normally hold a qualification from a university or other internationally recognised academic institution or authority, corresponding to Level 8 of the Irish National Framework of Qualifications (NFQ), to a minimum standard of Second Class Honours (or equivalent). The qualification must include an element of quantitative techniques, for example, graduates of Business Studies, Engineering, Computer Science, other Sciences, Mathematics or other courses that have some quantitative content.

IELTS score of 6.5 or equivalent, if applicable.

**Career Opportunities**

The Expert Group on Future Skills Needs in Ireland expect that in the next 7 years approximately 17,000 additional jobs in Business Analytics will be created in Ireland. This programme has been designed to meet the growing demand for graduates with Business Analytics capabilities identified by the Expert Group on Future Skills Needs in Ireland.

Graduates have found employment in Aviva, Amundi, Anam Technologies, Eir Ireland, Equifax, Fidelity Investments, Permanent TSB, EY Ireland, Reprographic Systems Ltd, SAP, Mylan, Microsoft, Nostra, RSA Insurance, Bank of Ireland, Scotiabank Ireland, Tata Consultancy, MSD and Microsoft.
The MSc (Marketing Practice) places recently qualified marketing graduates in the workplace where they gain extensive professional marketing work experience for which they receive payment.

This unique action-based learning programme has successfully helped young graduates kick start their career in Marketing for nearly forty years. A 37-week paid professional Marketing work placement, six taught modules, an applied project and on-site visits to companies recognised as world leaders in the practice of Marketing, is the winning combination of this award-winning programme. In the work placement students can seek to focus on a specific area of marketing including digital marketing, brand management, marketing analytics and inside sales, or can seek a general marketing role in a company.

Students learn how to (i) keep up-to-date with the ever-changing world of Marketing, (ii) immerse themselves in learning what they need to solve applied Marketing problems in their workplace and (iii) gain internationally recognised certification and accreditation as they proceed. Students are exposed to the latest trends in the practice of Marketing, learning directly from inspiring industry experts who share their expertise and experience in the classroom and in the workplace.

Topics covered include everything from marketing analytics, search engine marketing, the integration of marketing and sales, Artificial Intelligence (AI), chatbots, virtual reality, user generated content, voice search, multi-channel marketing, account-based marketing, content marketing, inbound marketing, marketing attribution and so much more. The possibilities and opportunities for learning are endless!

Student well-being is a fundamental tenet of this unique award-winning programme, where students are encouraged to eat well, exercise and explore ways to mindfully build the emotional intelligence, self-awareness and resilience needed for a successful and sustainable career in Marketing.

Career Opportunities
Graduates of this programme are highly sought after as the reputation of the programme among industry leaders strengthens year on year. Graduates build successful marketing careers regionally, nationally and globally in organisations across all sectors imaginable.

Recruiting graduates of the programme most recently are Google, Hubspot, SAP, IBM, Salesforce, Oracle, LinkedIn, Facebook, Yahoo, L’Oreal, Glanbia, Tesco, IKEA, AIB, Glaxo Smith Kline, Wayfair, Pathfinder, Smyths Toys and Bord Bia. Many less-well-known but equally dynamic and progressive organisations of all sizes also recruit graduates! Many start in graduate positions and quickly progress within these organisations.

Minimum Entry Requirements
Normally a Bachelor of Commerce or equivalent business degree, with a Second Class Honours Grade 1 or higher, and a significant specialisation in marketing. QQI Level 8 or equivalent.

Course Instance: 1MMK1

| Closing Date | Visit: https://www.nuigalway.ie/courses/taught-postgraduate-courses/marketingpractice.html |
| Duration | 1 Year, Full Time |
| Fee | Please visit: www.nuigalway.ie/cairnes/fees |
| Programme Director | Ann Walsh |
| T: +353 91 492 575 |
| E: marketingpractice@nuigalway.ie |
| Course Level | Level 9 |

Michael McLaughlin, Retail Account Manager (LCS) at Google

“I was placed with ESB ecars – a division of ESB tasked with the rollout of the electric vehicles in Ireland. I gained substantial experience in Digital and Online Marketing, PR, Marketing Research, Event Management and Advertising. For me it was the ultimate kick-start to a career in Marketing. The MSc has equipped me with the tools to build my career, the experience to know how to use them and the confidence to aim for the top!”
The MSc (Marketing Management) reflects the dynamic and technologically innovative nature of contemporary marketing, spanning both private and public sectors. This specialised and innovative postgraduate programme has been purposely created to meet the needs of graduates who aspire to pursue challenging senior career opportunities in the marketing profession. It prepares students for a business environment that is experiencing rapid economic and technological change, increasing cultural diversity, institutional integration and globalisation.

The programme aims to further develop the students’ knowledge and critical understanding of marketing to an advanced level and to cultivate a comprehensive range of applied and analytical skills in marketing. There is a strong emphasis on strategic decision making and on socially responsible marketing, and the role of marketing within society. Students will be exposed to the latest cutting edge ideas, techniques and marketing frameworks through the analysis of industry best practice.

Supplementing the formal curriculum are frequent opportunities to hear distinguished visiting and industry speakers, as well as a Postgraduate Skills Development module in study research techniques.

Gaining the MSc (Marketing Management) will enable candidates to build successful marketing careers in a wide variety of industries, sectors and organisations. The programme will also appeal to graduates in non-business subjects who wish to develop a career in Marketing.

The programme comprises of a mix of lectures, seminars, projects, case studies, and presentations in each of the required subject areas.

Entry Requirements
The programme is open to recent graduates of all disciplines. Normally the minimum entry requirement will be as follows: A second class honours (2.1) Primary Undergraduate Degree is required. Applicants from a non-business/Marketing degree background are required to successfully complete an online Principles of Marketing course, as specified by the Marketing Discipline, prior to commencement of studies. Applicants who hold a very high 2.2 and who have achieved a 2.1 average within a significant Marketing specialism in a business degree, may be considered. A second class honours, grade 1 or higher in the Higher Diploma in Business Studies (Level 8). IELTS score of 6.5 or equivalent, if applicable.

Graduates have found employment in Such companies as GlaxoSmithKline; Kerry Group, Vodafone, Microsoft, Tourism Ireland, Smyths Toys & LinkedIn.

John Concannon,
Director of General Global Ireland at The Department of Foreign Affairs and Trade, former Director of Marketing, Fáilte Ireland

“A masters degree in Marketing at NUI Galway gave me an incredible advantage as I headed out into the competitive world of work. I had confidence in the depth of my knowledge and its application in a way that reflects the excellent teaching.”
This MSc (International Marketing & Exporting) is a specialised and innovative full-time postgraduate programme that has been purposely developed to meet the needs of recently qualified graduates who aspire to a senior level career at the forefront of international marketing and exporting.

Global markets abound with opportunities for profit. Today, not only large corporations, but also small start-up firms can conduct business anywhere in the world. Advanced communication tools, global distribution networks and, of course, the internet have opened world markets to any organisation. Its managers may well encounter challenges associated with an unfamiliar culture, diverse laws and regulations or restrictions imposed by the host country’s government. Ultimately, managers can only implement effective marketing strategies if they know the marketing fundamentals, have insight into the international market’s unique characteristics and develop a global marketing strategy. This provides a foundation for thinking globally and reaching international markets and customers.

The programme comprises of a mix of lectures, seminars, projects, case studies, and presentations in each of the required subject areas.

**Entry Requirements**
The programme is open to recent graduates of all disciplines. Normally the minimum entry requirements will be as follows:

A second class honours (2.1) Primary Undergraduate Degree is required. Applicants from a non-business/Marketing degree background are required to successfully complete an online Principles of Marketing course, as specified by the Marketing Discipline, prior to commencement of studies. Applicants who hold a very high 2.2 and who have achieved a 2.1 average within a significant Marketing specialism in a business degree, may be considered. A second class honours, grade 1 or higher in the Higher Diploma in Business Studies (Level 8). IELTS score of 6.5 or equivalent, if applicable.

Graduates have found employment in such companies as GlaxSmithKline; Kerry Group, Vodafone, Microsoft, SAP, Tourism Ireland, Smyths Toys & LinkedIn.

Sarah Dolan, Senior Marketing & Communications Manager for Global Events, SAP

“The MSc in Marketing allowed me the opportunity to reach my full potential, helping me build the skills and knowledge necessary to become part of one of the largest software companies in the world. The masters gave me a distinct advantage over other candidates as a result of the scope of topics and projects we covered. I would recommend it to anyone who is passionate about marketing and would like to build a successful career in this field.”
This MSc (Digital Marketing) is a specialised and innovative full-time postgraduate programme that has been purposely created to meet the needs of recently qualified graduates who aspire to pursue challenging senior career opportunities in the marketing profession particularly in the area of digital marketing.

Digital marketing is an established, and increasingly important, subfield of marketing brought about by advancements in digital media technologies and digital media environments. Digital marketing extends beyond internet marketing, making use of mobile telephony, digital display advertising, and other forms of digital media. However, Marketing in the digital age does not exist in a silo, independent of other marketing principles (e.g. pricing, distribution or customer service) and should therefore digital marketing should be considered more widely.

Our full-time, one year programme is designed to include students with little or no business and marketing and will provide them with a highly advanced qualification, both theoretical and practical, that will boost their career prospects. It thus provides an excellent opportunity for graduates in all subject areas to achieve a qualification and skills that are universally sought after by employers.

The programme consists of lectures, projects, case studies and presentations in the required subjects. A range of assessment methods are used, including essays, projects, reports, presentations, case studies and/or written examinations. Examples of modules include Digital Marketing Strategy and Management; Marketing Analytics; and Inbound Marketing Strategy.

**Entry Requirements**
The programme is open to recent graduates of all disciplines. Normally the minimum entry requirement will be as follows: A second class honours (2.1) Primary Undergraduate Degree is required. Applicants from a non-business/Marketing degree background are required to successfully complete an on-line Principles of Marketing course, as specified by the Marketing Discipline, prior to commencement of studies. Applicants who hold a very high 2.2 and who have achieved a 2.1 average within a significant Marketing specialism in a business degree, may be considered. A second class honours, grade 1 or higher in the Higher Diploma in Business Studies (Level 8). IELTS score of 6.5 or equivalent, if applicable.
The Master of Science (Business Information Systems) is a research degree completed over one year full-time. The programme includes a short structured component focusing on research skills, and students submit a major research dissertation.

Potential dissertation topics should align with one of the following themes: Information Systems Innovation, Information and Decision Systems, or Information Systems Development. Further details on these themes and their sub-topics are available from the Programme Director. The programme is particularly suited to those interested in a career in consultancy, in a specialist technologies field or in higher education. Career opportunities exist across all sectors, including technology companies, banking and financial institutions, insurance organisations, and in universities and research institutions.

Before applying online, students should make initial contact with the Programme Director, enquiring about application procedures, programme content, workload and timetable, job prospects, fees, scholarships, and other general information. At this point, students might have some idea of a research topic, but very often are "feeling the water". The Director will assist and advise.

Entry Requirements
Minimum requirements are a Second Class Honours, Grade 2, NQAI Level 8 honours business degree, or a pass degree with Second Class Honours, Grade 1 in a suitable postgraduate diploma. GPA 3.0 or equivalent. IELTS score of 6.5 or equivalent if applicable.

Graduates have found employment in: Such companies as: Hewlett Packard, Microsoft, SAP Research and Deloitte.
The Master of Science in Cloud Computing Research is a programme of advanced research, designed to develop research skills in a business-focused area of cloud computing and services.

Entry Requirements

**Route A:** Persons with an undergraduate degree and/or postgraduate degree containing information systems, technology management or equivalent.

Applicants should normally hold a qualification from a university or other internationally recognised institution, corresponding to Level 8 of the Irish National Framework of Qualifications (NFQ), to a minimum standard of Second Class Honours (or equivalent). To be eligible for admission, the candidate should have (i) a degree which includes significant coverage of information systems or related areas with at least a 2.1 honours degree award, or at least a 2.2 honours degree award together with at least three years of relevant professional experience; or (ii) a degree in any discipline, together with at least a 2.1 honours award in a postgraduate programme containing substantial exposure to information systems subjects.

**Route B:** Persons already working in the ICT sector or within a technology-related role in other sectors with a qualifying degree or related experience.

Applicants who do not hold a Level 8 educational qualification but who hold professional qualifications and/or have relevant practical experience are eligible to apply for the programme in accordance with the University’s guidelines on the Recognition of Prior Learning (RPL). Such candidates will be required to provide evidence of their previous knowledge and may be required to attend for interview. It is expected that prospective entrants may include persons currently working in industries which have a particular need for cloud computing, cloud services, applications or platforms.
The MSc (Marketing) by Research is a programme of advanced study and research, completed two years part-time. It is designed for students who have achieved an honours Bachelor of Commerce or an equivalent business degree and who have demonstrated an aptitude for further study and research in Marketing.

**Programme Description**

The aim of the programme is to develop the necessary skills and knowledge needed to effectively perform in a modern marketing environment. Participants pursue a programme of studies specified by the research supervisor and may be required to successfully complete a series of assignments related to those studies, as well as the submission of a research thesis. Acceptance on the programme is subject to finding a suitable supervisor.

**Entry Requirements**

Normally a Bachelor of Commerce or equivalent business degree, with a high Second Class Honours Grade 1, NQAI Level 8, and a significant specialisation in Marketing.

First Class honours in a suitable postgraduate diploma. Applicants may be interviewed to determine suitability for the research programme.

IELTS score of 6.5 if applicable.

To submit an application please select the How To Apply button on the course page: www.nuigalway.ie/courses/research-postgraduate-programmes/phd-and-masters/marketing.html

<table>
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<th>Duration</th>
<th>2 Years, Part-Time by Research</th>
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<tr>
<td>Programme Director</td>
<td>Dr. Natasha Evers</td>
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<tr>
<td>T</td>
<td>+353 91 492 788</td>
</tr>
<tr>
<td>E</td>
<td><a href="mailto:natasha.evers@nuigalway.ie">natasha.evers@nuigalway.ie</a></td>
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The Master of Commerce programme provides students with the opportunity to obtain a masters degree through research. Participants will have an interest in a specific subject area that matches the research interests of their supervisor.

The programme may involve some taught components. The programme provides participants with the opportunity to develop advanced research and analysis skills. In addition, the participants develop in-depth expertise in their research topic. The topic of the thesis is agreed between the student and their supervisor(s) and typically links to the research interests of the supervisor. Acceptance on the programme is subject to finding a suitable supervisor. Check the Cairnes School website for more information about areas of research expertise within the Cairnes School.

If you are interested in undertaking a Masters degree by research, contact the J.E. Cairnes School of Business & Economics, who will deal with your enquiry and put you in contact with potential research supervisors in your area of interest.

**Entry Requirements**
Second Class Honours Bachelor of Commerce degree, Grade 2 or higher. Other similar level of academic achievement in an equivalent business degree. IELTS score of 6.5 or equivalent, if applicable.
The strong and expanding doctoral programme at J.E. Cairnes School of Business and Economics offers participants a combination of advanced independent research, backed by structured training, which is delivered mainly in the first year. The central work involves the planning, execution, and defence of a major thesis, satisfying internal and external examiners that the thesis is a work of serious scholarship.

The topic of the thesis is agreed between the student and their supervisor(s) and typically links to the research interests of the supervisor. Acceptance on the programme is subject to finding a suitable supervisor. Check the Cairnes School web site for more information about areas of research expertise within the Cairnes School.

If you are interested in undertaking a PhD, contact the J.E. Cairnes School of Business & Economics who will deal with your enquiry and put you in contact with potential research supervisors in your area of interest.

**Entry Requirements**
High honours degree. Other evidence that signifies suitability for the programme. IELTS score of 6.5 or equivalent, if applicable.

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**Course Instance:**
- **IPC1 (PhD Full-Time)**
- **1MPL1 (MPhil Commerce)**

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<tr>
<td><strong>Duration</strong></td>
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<td>1 Year, Full-Time by Research</td>
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<tr>
<td><strong>Contact</strong></td>
<td>T: +353 91 492 612 E: <a href="mailto:business@nuigalway.ie">business@nuigalway.ie</a></td>
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How To Apply
Applying to Postgraduate Programmes at NUI Galway

The link to apply is available on each individual course page.

Supporting Documents
When making an online application, most programmes require additional documentation to supplement your application, such as a personal statement, samples of work, a CV, etc. To see what supporting documents, if any, may be required for your programme, please visit: www.nuigalway.ie/postgradadmissions

When Should I Apply?
Offers will be issued on a continuous basis. We will endeavour to provide you with a decision in relation to your taught programme application within 10 working days of submitting your completed application. Candidates who do not have their final degree marks available may be made a conditional (provisional) offer. Applications will continue to be reviewed in the summer months if there are still programme places available.

Recommendations
We recommend that you apply in early November for programmes that start in the autumn (September/October), particularly if you are applying from outside of the European Union (EU) as you will need to apply for a student visa. You should also allow sufficient time to make any financial, travel and accommodation arrangements when you are offered a place.

Deposit Required for Taught Programmes
If you are successful in obtaining a taught programme place, you will be obliged to pay a non-refundable deposit (€500 generally; €1,000 for some programmes) to secure your place. This deposit is then deducted from the full course fee.

English Language Requirement
Applicants from outside of Ireland whose first language is not English must provide evidence that their English-language ability meets the required standard for admission. The required standard is that of an acceptable English-language proficiency test (an overall minimum IELTS score of 6.5 or equivalent for all programmes undertaken no more than two years prior to the commencement of your programme at the University). For information on testing centres and dates of English-language proficiency tests, see www.ets.org/toefl and www.ielts.org. Note: the NUI Galway TOEFL institution code is 8861.

Further Information and FAQs
For more detailed information on making an application, please visit www.nuigalway.ie/courses/how-to-apply.

Postgraduate Tuition Fees
Fees can be subject to change from year to year. Please check www.nuigalway.ie/fees for exact individual course fees. Fees quoted are all per annum fees. Tuition fees for international (non-EU*) students are also listed on www.nuigalway.ie/fees *An EU student is defined as an EU national (i.e. holding an EU passport/or birth certificate) who has been ordinarily resident in an EU member state for at least three of the five years immediately preceding their entry to the third-level course. This excludes residency for educational purposes. For more information see www.nuigalway.ie/fees.

Methods of Payment
EU fees can be paid securely online when registering using a debit or credit card. Alternatively, you can request a bank giro online; log into your student portal at www.nuigalway.ie/fees and click on the “Pay your fees” link. Bank giros can only be used in any bank within the Republic.

Accommodation
For more information on Accommodation please visit www.nuigalway.ie/student-life/accommodation/

The contents of the prospectus are for information purposes only and shall not be deemed to constitute a contract between NUI Galway and any applicant or any other third party. While every effort is made to ensure the accuracy of the information in this publication, the University reserves the right to amend, change or delete any courses, syllabuses, examinations fees, regulations, rules or orders at any time without notice.
Scholarships

Academic Scholarships
At NUI Galway, we are keen to ensure that the brightest and most committed students progress to postgraduate study. Our generous Postgraduate Scholarships (valued at €1,500 per student) are designed to reward excellent students who have performed exceptionally well in their undergraduate studies.

Details of the Taught Master’s Scholarship Scheme, and all other course-specific scholarships and bursaries available, are online at www.nuigalway.ie/postgraduate_scholarships

International Scholarships
NUI Galway is committed to attracting high-calibre students from around the world. The University offers a number of partial international scholarships on a competitive basis to high-calibre international students.

For more information about eligibility criteria and how to apply, please see www.nuigalway.ie/international
Find out more about the postgraduate programmes at the J.E. Cairnes School of Business & Economics, National University of Ireland, Galway at:

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F: +353 91 494 546
E: businesspostgrad@nuigalway.ie
www.nuigalway.ie/cairnes

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www.instagram.com/jecnuigalway