



NUI Galway  
OÉ Gaillimh

# J.E. Cairnes School of Business & Economics

## Postgraduate Programmes

2017-2018



[www.nuigalway.ie/cairnes](http://www.nuigalway.ie/cairnes)



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# 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 THE 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

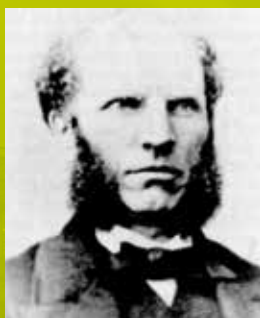
We are constantly updating our courses and introducing new, innovative programmes to respond to your needs and the demands of the job market. A postgraduate degree from NUI Galway will open up a world of opportunities for you. Our graduates are highly sought-after by employers, with over 98% of graduates employed or 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 83 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, the stunning Cairnes Building which houses the J.E. Cairnes School of Business & Economics and a Student Cultural Centre incorporating the Bailey Allen Hall.



## John Elliott 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 Elliott Cairnes.*

*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.*

John Elliott 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.



# Career Matters

## 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 the 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 in Galway.



# Why Galway?

*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 for its 'Irishness', and mainly due to the fact that it has on its doorstep the Galway Gaeltacht (Irish-speaking area). The language is visible on the city streets, with bilingual signage on display on shops and road signs, and can be heard 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 attractions are The Cúirt International Festival of Literature, the Galway Arts Festival, the Galway Races and the Oyster Festival.

Galway is also a thriving commercial location. The city is building 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

Each year since 1985 the European Union has designated one or more cities as a European Capital of Culture. Chosen cities and their regions are expected to present an innovative year-long cultural programme that highlights the richness and diversity of cultures in Europe.

This year Galway fought off competition from Dublin, Limerick and the Three Sisters (Wexford, Waterford and Kilkenny) to win the designation in 2020.

*With so much to see and do it is any wonder that many of our graduates choose to stay in the city after they graduate.*

# Why choose NUI Galway for postgraduate study?



We are one of only two Irish universities to hold the prestigious accolade of five stars in the QS Stars rating.

## 2%

We rank among the top 2% of universities in the world for the quality of our 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.

## 195

The number of postgraduate Masters and Diploma courses on offer.

## 96%

Overall Graduate Employability rate across NUIG

## Inspirational Teaching

We are committed to delivering top quality, and our lecturers use the very latest technology to keep their teaching practice up-to-date.

## 3<sup>rd</sup>

NUI Galway is ranked third in the Irish universities in the prestigious *Times Higher Education* World University Rankings, 2015-16.

## €400m

NUI Galway is investing €0.75 million per week in a ten-year, €400 million campus development programme to provide the best learning environment for you.



# Higher Diploma in Business Studies



PAC Code:	<b>GYC11</b>
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	Current year fees are €5,965 (Full-Time E.U.) €13,250 (Full-Time Non-E.U.) Fees are likely to remain the same.
Programme Director	<b>Breda Lally</b> T: +353 (0)91 493635 E: breda.lally@nuigalway.ie



Scan the QR code opposite to find out more about this course.

The Higher Diploma in Business Studies (DBS) provides non business 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, other than those with a business degree, 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.

Approximately 80% of graduate students are in full time employment within nine months of completing the Higher Diploma in Business Studies according to our graduate survey results. Additionally, many graduates continue to further studies in areas such as Accountancy, International Finance, Strategic Marketing, E-Commerce, Industrial Relations and other disciplines.

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.

## Damien Gunning, DBS Student 2010

*"I feel that the DBS will be a stepping stone in my academic life and firmly believe it will help contribute greatly to my study of another strand of the business learning curve."*

## Sean Daly, DBS Student 2009

*"I found the DBS course to be an excellent all-round informative introduction to business and finance, which offered a broad and challenging range of modules. It was extremely beneficial to progressing towards a career in business."*



# Master of Accounting

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..

## 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.

<b>PAC Code:</b>	<b>GYC00</b>
<b>Closing Date</b>	3 March 2017, but you should apply early which may result in an early offer.
<b>Duration</b>	1 Year, Full-Time
<b>Fee</b>	Current year fees are €7,095 (Full-Time E.U.) €13,250 (Full-Time Non-E.U.)
<b>Programme Director</b>	<b>John Currie</b> T: +353 91 493 884 E: <a href="mailto:maccounting@nuigalway.ie">maccounting@nuigalway.ie</a>
<b>Course Level</b>	Level 9

### List of Modules:

Financial Accounting
Management Accounting
Taxation
Auditing
Finance
Decision Theory & Analysis or Strategic Management
Two Summer Schools or Research Paper



**Ciarán O'Donnell (M.Acc 14/15),**  
2nd Year Associate,  
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."



Scan the QR code opposite to find out more about this course.

# MSc (International Management)

**‘Overall Winner’ of the national Postgraduate Course of the Year (Business) Award in 2013**

PAC Code:	<b>GYC19</b>
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	Current year fees are €6,900 (Full-Time E.U.) €13,250 (Full-Time Non-E.U.) Fees are likely to remain the same.
Programme Director	<b>Dr Josephine Igoe</b> T: +353 91 495 236 E: josephine.igoe@nuigalway.ie
Course Level	Level 9

*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.*



## List of Modules:

### Semester I

Global Business and HR in Context  
Cross Cultural Management  
Business Ethics & 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

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 perhaps 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 profiles of a sample of our 2016 graduates are as follows:*

Area Manager, Kumon, London; Business Marketing Specialist at Telefonica (02), Dublin; Client Service Executive at IMS Health in Dublin; Investment Banker at Jeffries, London; and Managerial Appointments in Amazon; Google; McKinley recruitment; Medtronic; and Qualtrics.

**Sheila Kearney,**  
Opportunity  
Development  
Representative,  
Qualtrics, Dublin



*"The MSc in International Management programme was an ideal choice for me in pursuing a global career. The practical elements of the course gave me genuine exposure to the international business environment, and proved fundamental in securing employment with a US technology company in the early phases of its international expansion. The guidance provided by the faculty is superb and the small class sizes facilitate interaction and a great class dynamic."*



*The MSc International Management class (2016), with Peter Ryan (Consul General to Hong Kong) and Dr Josephine Igoe (MSc International Management Programme Director) pictured outside St Paul's ruins and the first university in China (UNESCO world heritage site) on their recent study trip to Hong Kong.*

## Did you know?

We have a new Intel sponsored award for our highest academically performing student, valued at €1000.



*Scan the QR code opposite to find out more about this course.*



# Executive Master of Business Administration (MBA)

## Postgraduate Diploma (Management)

The NUI Galway Executive MBA integrates an academically rigorous and challenging realworld business education with industry engagement and global learning. The Executive MBA is AMBA accredited which is the global mark of excellence for MBA education. Our mission is to enable participants to prepare for accelerated career progress through the acquisition of the knowledge, skills and confidence necessary for success in strategic management and senior leadership roles.



PAC Code:	<b>GYC16 (MBA)</b> <b>GYC17 (PDIP)</b>
Closing Date	Applications for the September 2018 -2020 programme are accepted from January 2018 on a rolling basis.
Duration	2 Years, Part-Time (MBA) 1 Year, Part-Time (PDip)
Fee	€13,850 (Part-time E.U. per annum)
Programme Director	<b>Martin Hughes</b> T: +353 91 483 814 E: martin.hughes@nuigalway.ie
Course Level	Level 9

### Entry Requirements

Entry to the MBA is open to graduates who have at least three years of administrative or business experience. Individuals who have professional qualifications recognised by the Cairnes School as being equivalent to a primary degree may also be considered for admission. Applications from non-graduates who have a minimum of five years business or administrative experience may be considered for the Postgraduate Diploma in Management, which is equivalent to the first year of the MBA programme. Candidates who successfully complete the Postgraduate Diploma programme are eligible to apply for admission to the programme of studies for Year 2 of the Executive MBA degree.

### Key Features of the Executive MBA

Features such as a bespoke MBA career and professional development programme, research-led teaching by key faculty

with real-world business experience and international research reputations, a dedicated Executive MBA Masterclass series, an individual mentoring programme with top business leaders, a hospitality stream and an international study trip to one of the leading international business schools give the NUI Galway Executive MBA a distinctive competitive advantage.

### 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.

**MBA**

Expand Your World

### List of Modules:

#### Core Modules

Accounting for Managers  
Financial Management  
Management and Organisations  
Economic and the Business Environment  
Business Information Systems  
Human Resource Management  
Enterprise Architecture Management  
Markets & Marketing

Company –Based Interdisciplinary Consultancy Study

Strategic Management  
Leadership and Change  
Performance Management, Ethics and Governance

#### Elective Modules

International Study Visit  
Business Negotiations  
International Management  
Strategic Sales Management  
Technology Management  
Corporate Social Responsibility and Sustainable Enterprise  
Innovation and Entrepreneurship  
Strategic Marketing  
The Irish Economy in a Global Context  
Revenue Management in Hospitality



Scan the QR code opposite to find out more about this course.

The MBA class pictured on their international study trip to New York.



### 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"



# MSc (Strategy, Innovation & People Management)

PAC Code:	<b>GYC01</b>
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	Current year fees are €6,755 (Full-Time E.U.) €13,250 (Full-Time Non-E.U.) Fees are likely to remain the same.
Programme Director	<b>Mike Moroney</b> T: +353 91 493 044 E: mike.moroney@nuigalway.ie
Course Level	Level 9



*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.*

## List of Modules:

<b>Semester I</b>
Strategic Management
Global Business and HR in Context
Leading, Managing and Developing People
Business Ethics and Corporate Social Responsibility
Research Methods
<b>Semester II</b>
Innovation Management
Learning and Development
Organisational Design and Development
Research Project

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.

*Graduates have found employment in* a large range of professional and management positions, in a wide variety of industry settings and in leading, blue-chip, global organisations. Positions include graduate management trainee programmes, financial services and business analysis, management consultancy, retail management, human resource management, policy development and research, and academia. Employers of previous graduates of the programme include Accenture, AIB Capital Markets, Aldi, Amazon, Diageo, Dell, Deloitte, Enterprise Ireland (New York), Google, IDA Ireland, Jumeirah Hotels (Dubai), Mercer Consulting, Cambridge University (PhD), NUI Galway (PhD), University of Limerick.

**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."*



Scan the QR code opposite to find out more about this course.



# MSc (Human Resource Management)



*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.*

PAC Code:	<b>GYC02</b>
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	Current year fees are €6,755 (Full-Time E.U.) €13,250 (Full-Time Non-E.U.) Fees are likely to remain the same.
Programme Director	<b>Dr. Deirdre Curran</b> T: +35391 492521 E: deirdre.curran@nuigalway.ie
Course Level	Level 9

*The MSc ( Human Resource Management) provides the analytical and problem solving skills that one needs to 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 practioners. 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. International students from non-English speaking countries must be fluent in English, as demonstrated by an ILETS score of 6.5 or an equivalent. 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.*



*The MSc Human Resource Management class are pictured in Toulouse as part of the European Labour Markets module.*

## Indicative List of Modules:

<b>Semester I</b>
Global Business and HR in Context
Leading, Managing and Developing People
Employment Relations and Law
Business Ethics and Corporate Social Responsibility (Optional)
Research Methods
<b>Semester II</b>
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 an international exposure through a well-rounded HR programme would add value to my career. I applied to the course at NUIG 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."*



*Scan the QR code opposite to find out more about this course.*

# MSc (Technology Management) (Part-Time)

Closing Date	2 July 2017*
Duration	2 Years, Part-Time
Fee	€7,900 (E.U.) each year for two years. visit <a href="http://www.aua.ie">www.aua.ie</a>
Programme Director	<b>Dr. Niamh Nolan</b> T: +353 91 493 746 E: <a href="mailto:niamh.nolan@nuigalway.ie">niamh.nolan@nuigalway.ie</a>
Course Level	Level 9
*applications thereafter on a rolling basis until programme is filled	

## List of Modules:

### Core Modules:

Managing Innovation
Managing Technology Projects
Product Design and Development
Technology Finance and Capital
Information Systems and Software Management
Innovation and Technology Transfer
Marketing Technology Products
Technology Innovation and Entrepreneurship
Strategy and Management of Technology
Thesis

### Optional Modules (Choose one):

People Management for Technology Organisations
Six Sigma

*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.

## 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."*



Scan the QR code opposite to find out more about this course.



# Diploma (Innovation Management) (Part-Time)



*Students of this diploma will learn about innovation and change and how it effects 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 is part-time and runs over one academic year or two semesters. The programme content includes modules on Managing Innovation, Business Process Improvement, Managing Technology Projects, Product Design and Development 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.

Closing Date	2 July 2017*
Duration	1 Year, Part-Time
Fee	€3,950 (E.U.) visit <a href="http://www.aua.ie">www.aua.ie</a>
Programme Director	<b>Dr. Niamh Nolan</b> T: +353 91 493 746 E: <a href="mailto:niamh.nolan@nuigalway.ie">niamh.nolan@nuigalway.ie</a>
Course Level	Level 9
*applications thereafter on a rolling basis until programme is filled	

## List of Modules:

Managing Innovation
Improving Business Processes
Managing Technology Projects
Product Design and Development
Company Project



*Scan the QR code opposite to find out more about this course.*

# Diploma (Technology Commercialisation) (Part-Time)

*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.*

Closing Date	2 July 2017*
Duration	1 Year, Part-Time
Fee	€3,950 (E.U.) visit <a href="http://www.aua.ie">www.aua.ie</a>
Programme Director	<b>Dr. Niamh Nolan</b> T: +353 91 493 746 E: <a href="mailto:niamh.nolan@nuigalway.ie">niamh.nolan@nuigalway.ie</a>
Course Level	Level 9
*applications thereafter on a rolling basis until programme is filled	

## List of Modules:

Innovation and Technology Transfer  
Marketing Technology Products  
Technology Innovation and Entrepreneurship  
Technology Finance and Capital  
Company Project



*Scan the QR code opposite to find out more about this course.*

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.

The Diploma is delivered by blended learning on a part-time basis over two semesters. 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 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.



# Higher Diploma (Economic Science)



*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 graduate 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 2017/18, this is expected to be €3,000 for EU students).

Contact the programme director detail for details.



*Scan the QR code opposite to find out more about this course.*

PAC Code:	<b>GYC12</b>
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	Current year fees are €5,965 (Full-Time E.U.) €13,250 (Non-E.U.) Fees are likely to remain the same.
Programme Director	<b>Dr. Aidan Kane</b> T: +353 91 492 530 E: hdipecon@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

# MEconSc (International Finance)

PAC Code:	<b>GYC10</b>
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	Current year fees are €6,755 (Full-Time E.U.) €13,250 (Full-Time Non-E.U.) Fees are likely to remain the same.
Programme Director	<b>Cian Twomey</b> T: +353 91 493121 E: cian.twomey@nuigalway.ie
Course Level	Level 9

*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.*

## List of Modules:

Macroeconomic Theory
International Finance
Financial Econometrics I (Time Series Analysis)
Seminar in Financial Economics I (Portfolio Theory)
Quantitative Methods in Finance
International Monetary Economics
Applied Portfolio Management
Seminar in Financial Economics II (Derivatives and Risk Management)

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 Higher Diploma in Economics with Second Class Honours, Grade 1, or equivalent may also apply. An IELTS score of 6.5 or equivalent is required in order to be considered for entry onto this course.

*Graduates have found employment in Goldman Sachs, Delta Index, European Central Bank and Bank of England.*



*Scan the QR code opposite to find out more about this course.*



**3M**

**Anthony Patrick Saoud,**  
3M Data Analyst,  
Canada

*"The MEconSc (International Finance) at NUI Galway equipped me with advanced quantitative tools and techniques, which allowed me to stand out and work in a competitive Fortune 500 company.*

*The program exposed me to several fields in finance and quantitative research that enabled me to think outside the box and adapt to a variety of sectors."*



# MEconSc (Natural Resource Economics and Policy)



*MEconSc (Natural Resource Economics and Policy) 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.*

The Natural Resource Economics and Policy aims to produce graduates with the multidisciplinary modelling skills to meet the diverse challenges of today's complex, rapidly changing international world such as climate change, food insecurity, biodiversity loss, deforestation and fossil fuel dependency. They will have the ability to influence the formulation of international business and corporate strategies in the agri-business, marine, renewable energy, forestry, and 'green' and 'blue' growth sectors and shape public policy concerned with marine spatial planning, renewable energy, biodiversity conservation and a transition to a low carbon future.

International perspectives on energy economics and policy, agribusiness, marine resources, and environmental, social and corporate governance are provided along with quantitative and spatial (GIS) modelling methodologies with the aim of deepening student's knowledge of interactions between economy, society and natural resources.

## 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.

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

## Entry Requirements

Students with an international and/or multidisciplinary background are encouraged to apply. Students admitted to the course will normally hold a primary degree with second class Honours Grade 1 or equivalent, which will have included the study of economics, energy economics or marine economics.

Students who hold a Higher Diploma in Economics with Second Class Honours Grade 1, or equivalent, may also apply. An IELTS score of 6.5 or equivalent is required in order to be considered for entry onto this course.

PAC Code:	<b>GYC09</b>
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	Current year fees are €6,015 (Full-Time E.U.) €13,250 (Full-Time Non-E.U.) Fees are likely to remain the same.
Programme Director	<b>Dr Tom Van Rensburg</b> T: +353 91 493 858 E: thomas.vanrensburg@nuigalway.ie
Course Level	Level 9

## List of Modules:

Microeconomics
Natural Resource Governance
Renewable Energy Economics and Policy
Agricultural Economics and Policy
Marine Economics and Policy
Economic Modelling
Cost Benefit Analysis and Evaluation
Econometrics



*Scan the QR code opposite to find out more about this course.*

## Nalumu Elizabeth Eleiton (from Uganda), MSc Natural Resource Economics and Policy, 2015

*"I came to the National University of Ireland Galway for an MSc Natural Resource Economics and Policy under the Irish Aid Fellowship Programme. The choice of Environmental Economics came easy as I had always wanted to make a contribution to my country; solving climate and environmental challenges.*



*I found the environment at NUIG conducive for excellence. The university has a state of the art library which made research and personal reading enjoyable. The professors were highly qualified with a wealth of practical experience and research. They were readily available for consultation and encouraged participation and free thinking making the course exciting. In addition, the diversity of students enriched the learning experience. 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 in Natural Resource Economics and Policy at NUIG is an excellent choice for students with an interest in environmental economics and I highly recommend it for international students."*

# MSc (Health Economics) (Full-Time/Part-Time)

PAC Code:	<b>GYC26</b>
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 2 Years, Part Time
Fee	Current year fees are €6,015 (Full-Time E.U.) €13,250 (Full-Time Non-E.U.) Fees are likely to remain the same.
Programme Director	<b>Brendan Kennelly</b> T: +353 91 493 094 E: brendan.kennelly@nuigalway.ie
Course Level	Level 9

## List of Modules:

Economics of Health and Social Care
Economic Evaluation in Healthcare
Health Systems and Policy Analysis
Applied Health Technology Assessment
Econometrics
Statistics
Market Access
Systematic Reviews

## Liam McMorow, PhD student in Health Economics in the UK

*"I found the MSc in Health Economics to be an intensive, well organized programme that provided me with the knowledge and confidence to pursue a PhD and a career in academia. The course modules taught us how to approach and answer problems in health economics and how to apply skills that were directly applicable to the workplace. I used many of the skills we learned in my master's thesis and am now in the process of using the knowledge and techniques I learned at NUI Galway in my PhD."*

*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 especially welcome. Applicants without a background in economics will be offered an opportunity to take courses in economics before starting the programme. 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 in NUI Galway, TCD and the University of Aberdeen.



*Scan the QR code opposite to find out more about this course.*



# MSc (Information Systems Management)

*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.*

Students gain practical knowledge of business systems analysis and design; project management; database design; applications development; business information technologies; Internet and multimedia development; and the business context of IS development and management.

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. The teaching approach places a strong emphasis on hands-on skills and problem-based learning. Students are required to complete a major project at the end of the course, which typically involves working with a local community group or organisation to design, develop and implement an information system or technical solution to better serve the needs of the organisation.

## Entry Requirements

NQAI Level 8 degree or equivalent to a minimum standard of Second Class Honours Grade 2 or equivalent GPA. All applicants whose first language is not English or who have not been educated through the medium of the English language during their two most recent years of study must present one of the following qualifications: IELTS score of 6.5 (with not less than 5.5 in any one component), TOEFL score of 88. On a case-by-case basis the Programme director may deem an applicant's level of English satisfactory, and may thus waive this general requirement."

## *Graduates have found employment in*

Such companies as: Hewlett Packard, Bank of Ireland, eBay, Ericsson and SAP.

PAC Code:	<b>GYC24</b>
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	Fees are to be confirmed but expected to be €5,000 (Full-Time E.U.)
Contact	<b>Chris Barry</b> T: +353 91 492 308 E: bis@nuigalway.ie
Course Level	Level 9

## List of Modules:

Web Design and Development
Interactive Systems Design
Business Data Communications
Systems Development and Project Management
Database Systems
Business Applications Programming
Information Systems Management
Enterprise Systems
Applied Systems Analysis
Information Systems Security and Ethics
Information Systems Strategy and Innovation
Business Modelling & Analytics
Advanced Applications Programming
Project

## Joe Joyce, Graduate (2015)

*"I've been working as a Business Analyst with SQS since just after my summer exams, and the MSc in ISM has proved to be a great asset. Business Analysis requires a combination of good business acumen and technical knowledge. With that in mind, I feel this course is the perfect place to start for someone considering a career in this line of work. Modules such as Applied Systems Analysis and Systems Development and Project Management provided me with exposure to tools and techniques that are frequently used by Business Analysts such as Use Case modelling, process mapping techniques and approaches to stakeholder management. It only took a few weeks in my new position to realise just how useful the MSc in ISM would continue to be long after exams had finished!"*



Scan the QR code opposite to find out more about this course.

# MSc (Business Analytics)

PAC Code:	<b>GYC36</b>
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 see <a href="http://www.tinyurl.com/MScBusAnalytics">www.tinyurl.com/MScBusAnalytics</a>
Contacts	<b>Professor Willie Golden</b> T: + 35391493139 E: <a href="mailto:bis@nuigalway.ie">bis@nuigalway.ie</a>
Course Level	Level 9



## List of Modules:

Database Systems
Business Applications Programming
Strategic Management
Business Modelling & Analytics
Statistical Techniques for Business Analytics
Decision Theory & Analysis
Advanced Applications Programming
Enterprise Systems
Information Systems Security & Ethics
Information Systems Strategy & Innovation
Applied Customer Analytics
Data Science & Big Data Analytics
Business Analytics with SAP
Project

The SAP accredited MSc. in Business Analytics provides students with the skills and knowledge to manage and develop business analytics within organisations. The programme is designed as a specialist course, which assists students in blending their existing talents with the technological skills and business knowledge needed to use and manage big data and business analytics in modern knowledge-based organisations. The programme is 12 months in duration commencing in September each year.

The programme is a taught Masters programme and consists of lectures, workshops, guest lectures from industry experts, and hands-on technology tutorials. Modules are assessed via continuous assessment, written assignments, applied projects and written examinations.

## 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.

All applicants whose first language is not English or who have not been educated through the medium of the English language during their two most recent years of study must present one of the following qualifications in the English language: IELTS score of 6.5 (with not less than 6 in any one component), TOEFL score of 88. On a case-by-case basis, the programme director may deem an applicant's level of English satisfactory, and may thus waive this general requirement.

## Career Opportunities

The Expert Group on Future Skills Needs in Ireland, expect that in the next 7 years between 4,000 and 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

companies such as Fidelity Investments, IBM, SAP, Bloomberg PolarLake, Wayfair and Permanent TSB.



**Emma Beatty,**  
Cloud Product  
Support  
Engineer, SAP



*"The MSc. Business Analytics gave me a great introduction into the areas of analytics and big data. It was an invaluable learning experience, the course was consistently engaging and the mixture of different subjects was particularly advantageous. The different modules provided me with the necessary tools and techniques that have allowed me to find employment in SAP, working as a Cloud Product Support Engineer."*



Scan the QR code  
opposite to find out  
more about this course.



# MSc (Finance and Information Systems)



*This joint MSc takes advantage of the strategic alliance between NUI Galway and the University of Limerick. Students will benefit from the combined areas of expertise from both these institutions in an area defined by the Government as providing key future skills for Ireland.*

This joint programme between NUI Galway and the University of Limerick has been developed to meet the ongoing upskilling and retraining needs of specific sectors of the regional economy (business, financial services, ICT), while also building upon both Universities strengths and areas of expertise. This MSc programme is therefore designed to develop, build and enhance finance and ICT capabilities and skills for people working in private and public sector contexts.

The MSc in Finance & Information Systems aims to provide candidates with a comprehensive education in both financial markets and information systems. Students will gain specialist knowledge of the quantitative tools and techniques that are required for financial management and decision-making as well as a critical understanding of the role of technology and information systems innovation in the delivery of financial services. Semester one will focus on Finance while semester two will cover Information Systems, delivered in UL and NUIG respectively.

## Minimum Entry Requirements

This programme is aimed at highly numerate business graduates from Ireland and abroad with a specialisation in Economics and/or Finance, with a corresponding degree 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).

*Graduates have found employment in such companies as Hewlett Packard, Bank of Ireland, eBay, SAP.*



*Scan the QR code opposite to find out more about this course.*

**Apply online at**  
**[www.graduateschool.ul.ie](http://www.graduateschool.ul.ie)**

Closing Date	You are advised to apply early which may result in an early offer. See page 35 for details
Duration	1 Year
Fee	Current year fees are: €7,500 (Full-Time E.U.) €13,250 (Full-Time Non-E.U.) Fees are likely to remain the same.
Contacts	<b>Dr. Murray Scott</b> T: +353 91 495 286 E: <a href="mailto:bis@nuigalway.ie">bis@nuigalway.ie</a>
Course Level	Level 9

## Autumn Semester (University of Limerick)

### Core Modules:

Financial Information Analysis  
International Corporate Finance  
Research Methods in Finance  
Trading Floor Certification  
Information Systems Security & Ethics  
Derivative Instruments

### Optional Modules: Choose one elective

Dynamic Asset Pricing Theory  
Global Finance & Capital Markets

## Spring Semester (NUI Galway)

### Core Modules:

Information Systems Management  
Enterprise Systems  
Information Security and Ethics

### Optional Modules

Information Systems Strategy & Innovation  
International Finance  
Business Data Communications  
Applied Customer Analytics



**NUI Galway**  
**OÉ Gaillimh**



**UNIVERSITY of LIMERICK**  
OOLLSCOIL LUIMNIGH

# MSc (Marketing Practice)



<b>PAC Code:</b>	<b>GYC15</b>
<b>Closing Date</b>	You are advised to apply by 3rd March, 2017. Applications thereafter will only be accepted if spaces remain.
<b>Duration</b>	1 Year, Full Time
<b>Fee</b>	€6,755 (Full-Time E.U.)
<b>Programme Director</b>	<b>Ann Walsh</b> T: +353 91 492 575 E: marketingpractice@nuigalway.ie
<b>Course Level</b>	Level 9



Scan the QR code opposite to find out more about this course.



## Michael McLaughlin, Graduate

*"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 Practice) places recently qualified marketing graduates in the workplace where they gain extensive professional marketing work experience for which they receive payment.*

### *Paid Work Experience*

The MSc (Marketing Practice) offers graduates the opportunity to gain that all-important professional work experience required to kick-start their careers. The programme is offered on a full-time basis over one year running from September to the end of June. Graduates start with a three week induction programme which takes place in the J.E. Cairnes School of Business & Economics at NUI Galway. Following the induction programme, graduates then undertake a 37 week paid work placement with their host company where they experience real-world business and marketing scenarios while also developing excellent transferable skills.

### *Variety of Host Companies*

The Marketing Discipline at NUI Galway continuously collaborates with Irish-based companies to create roles and define job specifications for new marketing graduates. These companies can range from high performing start-up businesses, to established indigenous companies and large multinationals across industry sectors. The focus is on getting the 'fit' right between students and host companies.

### *Mentoring*

The Programme Director provides ongoing mentoring and support to graduates throughout their placement. In-company visits are carried out to review and facilitate graduates' progress and performance.

### *Marketing Skills Training*

As well as the three week induction programme, graduates return to campus on three occasions for workshops, each of four days duration. The taught modules are Digital Marketing Management, Marketing Communications Management, Inbound Marketing, Marketing Research & Strategy, Marketing Consulting in Action, Professional Development in Marketing and Workplace and Skills for Marketing Professionals. Graduates also complete a Marketing Project on behalf of their host company.

### *100% Employment Record*

Since its inception in 1981 the programme has been hugely successful with the majority of graduates being retained in full-time employment by their host companies and the remaining graduates rapidly securing alternative marketing employment as a direct result of participation on the programme each year.

### *Entry Requirements*

Normally a business degree, with a second class honours or higher and a marketing specialisation, or those who hold a postgraduate qualification in business, with a marketing specialism. NQA1 level 8 degree or equivalent. GPA 3.0 or equivalent. Candidates must be willing to be placed anywhere in the country.

### *Graduates have found employment in*

Unilever PLC, ESB ecars, Failte Ireland, Dubarry, IBM, Yahoo Paddy Power, Google, LinkedIn, Dell, Joe.ie, Pathfinder and GSK.



# MSc (Marketing Management) (Full-time/Part-time)

*The MSc in Marketing will enable recently qualified graduates to develop an interdisciplinary, theoretically informed and practical understanding of marketing to enable them become effective and successful leaders in a complex and dynamic global marketplace.*

The MSc (Marketing Management) reflects the dynamic and technologically innovative nature of contemporary marketing, spanning both private and public sectors. This specialised and innovative full-time and part-time 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. Students are required to take 7 subjects in Semester 1 and 5 subjects in Semester 2, and also complete a research dissertation.

## 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 high 2.2 and have a significant Marketing specialism in a business degree, may be interviewed to ascertain their suitability for entry. A second class honours, grade 1 or high 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.

PAC Code:	<b>GYC34 (Full-Time)</b> <b>GYC35 (Part-Time)</b>
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 2 Year, Part-Time
Fee	Currently year fees are: €6,755 (Full-Time EU) €13,250 (Full-Time Non-EU) €3,490 (Part-Time EU). Fees are likely to remain the same.
Programme Director	<b>Dr. Declan Fleming</b> T: +353 91 492741 E: mscmarketing@nuigalway.ie
Course Level	Level 9

## List of Modules:

### Semester 1

Strategic Marketing  
Research Methods  
Marketing Innovation & Commercialisation  
Digital Marketing  
Services Marketing  
Marketing P & P  
Business Ethics & Corporate Society Responsibility

### Semester 2

Cases in Marketing Management & Strategy  
Brand Management  
Marketing Analytics (delivered on-line)  
Social Marketing & Sustainability  
Global Business To Business (B2B) Marketing



Scan the QR code opposite to find out more about this course.



**Fáilte Ireland**  
National Tourism Development Authority

**John Concannon,**  
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."*



# MSc Marketing (Professional Selling & Sales Management)

PAC Code:	<b>GYC31</b>
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	Currently year fees are: €6,755 (Full-Time EU) €13,250 (Full-Time Non-EU). Fees are likely to remain the same.
Programme Director	<b>Dr. Declan Fleming</b> T: +353 91 492741 E: mscmarketing@nuigalway.ie
Course Level	Level 9

*One of the oldest truisms of business is that “nothing happens until somebody sells something”. This MSc Marketing (Professional Selling & Sales Management) is a full-time postgraduate programme that has been developed specifically 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 Professional Selling & Sales Management.*

*Corporate strategic questions and direction become sales practices. Today's companies recognise that aligning its sales strategy with its corporate strategy, is central to success.*

List of Modules:	
Semester 1	
Selling & Sales Management	
Research Methods	
Marketing Innovation & Commercialisation	
Digital Marketing	
Services Marketing	
Marketing Performance & Productivity (delivered on-line)	
Inbound Marketing Strategy (delivered on-line)	
Semester 2	
Cases in Marketing Management & Strategy	
Inside Sales Growth (delivered on-line)	
Marketing Analytics (delivered on-line)	
Global Business To Business (B2B) Marketing	
Negotiations	

As a career opportunity, starting in sales, is an excellent choice. The starting salaries of sales people are often significantly greater than for other positions (about 20% greater than other Marketing positions). Many CEOs and senior managers started in sales. Surprisingly, courses in business and Marketing sometimes marginalise this subject area. By contrast, leading firms recognise its importance and constantly seek ways to improve its sales practice.

Personal selling is still the largest item in most companies' marketing budget. Understanding the key success factors in respect of each stage of the sales process and using this understanding to address opportunities or challenges within the sales approach of any business enterprise. Likewise, appreciating the buying process within customer organisations and using this to improve prequalification, forecasting and closing the sale. The programme will also appeal to graduates in non-business disciplines who wish to develop a career in Sales & Marketing. The programme comprises of a mix of lectures, seminars, projects, case studies, and

presentations in each of the required subject areas. Students are required to take 7 subjects in Semester 1 and 5 subjects in Semester 2, and also complete a research dissertation.

## 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 on-line Principles of Marketing course, as specified by the Marketing Discipline, prior to commencement of studies. Applicants who hold a high 2.2 and have a significant Marketing specialism in a business degree, may be interviewed to ascertain their suitability for entry. A second class honours, grade 1 or high 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.



**Colm Egan,**  
API Territory Manager EMEA, SmartBear Software



*“This position is something that I would have hoped for two or three years down the road. The Programme prepared me for this challenging role and allowed me to develop myself as a person as well as advancing my knowledge. Without completing this Masters I would not be in the fantastic role that I am, and I highly recommend anyone who wants to get into the Sales and Marketing to pursue the course.”*



Scan the QR code  
opposite to find out  
more about this course.



# MSc (International Marketing & Exporting)

*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 MSc (International Marketing & Exporting) also focuses on soft skills such as presentation techniques and intercultural communication - indispensable assets for effective management in multicultural environments.

The programme comprises of a mix of lectures, seminars, projects, case studies, and presentations in each of the required subject areas. Students are required to take 5 subjects in Semester 1 and 7 subjects in Semester 2, and also complete a research dissertation.

## 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 on-line Principles of Marketing course, as specified by the Marketing Discipline, prior to commencement of studies. Applicants who hold a high 2.2 and have a significant Marketing specialism in a business degree, may be interviewed to ascertain their suitability for entry. A second class honours, grade 1 or high 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.

PAC Code:	<b>GYC32</b>
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	Currently year fees are: €6,755 (Full-Time EU) €13,250 (Full-Time Non-EU). Fees are likely to remain the same.
Programme Director	<b>Dr. Declan Fleming</b> T: +353 91 492741 E: mscmarketing@nuigalway.ie
Course Level	Level 9

## List of Modules:

### Semester 1

Research Methods  
Marketing Innovation & Commercialisation  
Digital Marketing  
Services Marketing  
Marketing Performance & Productivity (delivered on-line)

### Semester 2

Cases in Marketing Management & Strategy  
Brand Management  
Marketing Analytics (delivered on-line)  
Social Marketing & Sustainability  
Global Business To Business (B2B) Marketing  
Marketing Analytics  
Social Marketing & Sustainability



Scan the QR code opposite to find out more about this course.



**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."*

# MSc Marketing (Technology & Innovation)

<b>PAC Code:</b>	<b>GYC33</b>
<b>Closing Date</b>	You are advised to apply early which may result in an early offer. See page 35 for details
<b>Duration</b>	1 Year, Full-Time
<b>Fee</b>	Currently year fees are: €6,755 (Full-Time EU) €13,250 (Full-Time Non-EU). Fees are likely to remain the same.
<b>Programme Director</b>	<b>Dr. Declan Fleming</b> T: +353 91 492 741 E: marketing@nuigalway.ie
<b>Course Level</b>	Level 9

*This MSc Marketing (Technology & Innovation) is a specialised and innovative full-time postgraduate programme that has been purposely created to meet the needs of recently qualified graduates and is delivered in conjunction with UL and UCC under the auspices of the Atlantic University Alliance (AUA).*

The marketing of technology and innovation is one of the most important challenges facing businesses today. Innovation has become the fundamental driver of competitiveness for firms of all sizes in virtually all business sectors.

The programme comprises of a mix of lectures, seminars, projects, case studies, and presentations in each of the required subject areas. Students are required to take 7 subjects in Semester 1 and 5 subjects in Semester 2, and also complete a research dissertation.

## List of Modules:

### Semester 1

Innovation & Technology Transfer  
(delivered by blended learning)

Marketing Technology Products  
(delivered by blended learning)

Research Methods

Marketing Innovation &  
Commercialisation

Digital Marketing

Services Marketing

Marketing Performance & Productivity  
(delivered on-line)

### Semester 2

Technology, Innovation Products  
(delivered by blended learning)

Cases in Marketing Management &  
Strategy

Brand Management

Marketing Analytics (delivered on-line)

Social Marketing & Sustainability

Good marketing is no accident, but a result of careful planning and execution using state-of-the-art tools and techniques. It becomes both an art and a science as marketers strive to find creative new solutions to often complex challenges amid profound changes in the 21st century marketing environment. Many of the tools and techniques used in the management of R&D, new product and service development, operations and technological collaboration, can't be fully effective unless they are guided by a strategy that is fully informed by the marketplace. In this programme students learn how top technology and innovation marketers balance discipline and imagination to address these new marketing realities.

With an analytical, quantitative and qualitative approach, graduates of the programme will empower companies with the competitive edge in product innovation, design, branding and communications. No prior knowledge of business is required for this course.

Three of the modules are delivered in conjunction with UL and UCC under the auspices of the Atlantic University Alliance (AUA) and students may be required to attend workshops in all three Universities (NUI Galway, UL & UCC).

## Entry Requirements

The programme is open to recent graduates of all disciplines. Normally the minimum entry requirements will be as follows: Second class honours (2.1) Primary Undergraduate Degree is required. Applicants must have at least three years relevant industrial experience. 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 high 2.2 and have a significant Marketing specialism in a business degree, may be interviewed to ascertain their suitability for entry. A second class honours, grade 1 or high 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, SAP, Tourism Ireland, Smyths Toys & LinkedIn.



Scan the QR code opposite to find out more about this course.

**Paul Lally,**  
Stakeholder  
Relations,  
ESB Renewables



*"The Marketing masters degree I recently completed not only provided me with a wealth of knowledge but also the ability to apply, with confidence, the knowledge gained in any given industry."*



# MSc (Digital Marketing)

*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 comprises of a mix of lectures, seminars, projects, case studies, and presentations in each of the required subject areas. Students are required to take 6 subjects in Semester 1 and 5 subjects in Semester 2, and also complete a research dissertation.

## 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 high 2.2 and have a significant Marketing specialism in a business degree, may be interviewed to ascertain their suitability for entry. A second class honours, grade 1 or high 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, SAP, Tourism Ireland, Smyths Toys & LinkedIn.

<b>PAC Code:</b>	<b>GYC39</b>
<b>Closing Date</b>	You are advised to apply early which may result in an early offer. See page 35 for details
<b>Duration</b>	1 Year, Full-Time
<b>Fee</b>	Currently year fees are: €6,755 (Full-Time EU) €13,250 (Full-Time Non-EU). Fees are likely to remain the same.
<b>Programme Director</b>	<b>Dr. Declan Fleming</b> T: +353 91 492741 E: mscmarketing@nuigalway.ie
<b>Course Level</b>	Level 9

## List of Modules:

### Semester 1

Research Methods

Marketing Innovation & Commercialisation

Digital Marketing

Services Marketing

Marketing Performance & Productivity (delivered on-line)

Inbound Marketing Strategy (delivered on-line)

### Semester 2

Digital Marketing Strategy & Management (delivered on-line)

Cases in Marketing Management & Strategy

Brand Management (delivered on-line)

Marketing Analytics (delivered on-line)

Social Marketing & Sustainability



Scan the QR code opposite to find out more about this course.

## John Heavey, Global Accounts Analyst, LinkedIn

*"The masters programme provided me with a strong theoretical understanding of marketing, which I have been able to apply to practical situations in the workplace. In my current role I support a Global Account Manager from a marketing, business operations and analytical perspective. I believe the masters gave me the knowledge and skills to do this".*



# MSc (Business Information Systems) (Full-Time/Part-Time)

*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.*

<b>PAC Code:</b>	<b>GYD06</b>
<b>Closing Date</b>	You are advised to apply early which may result in an early offer. See page 35 for details
<b>Duration</b>	1 Year Full Time by Research 2 Year Full Time by Research
<b>Fee</b>	Current year fees are €13,250 (Full-Time non-E.U.)
<b>Programme Director</b>	<b>Dr. Murray Scott</b> T: +353 91 495 286 E: bis@nuigalway.ie

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.

## 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.



*Scan the QR code opposite to find out more about this course.*

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.



# MSc (Cloud Computing Research)

Shortlisted for the  
I.T. & BUSINESS  
National Postgraduate  
Course of the Year Award  
2014  
MSc Cloud Computing  
(by research)

*The MSc 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.*

The Master of Science in Cloud Computing Research is a programme of advanced research, designed to develop participants' research skills and to engage participants in a research programme on a relevant business-focused area of cloud computing and services. Identified by the Government, Forfás and the IDA as one of the best potential high-value growth areas for Ireland, and a vehicle for future jobs, cloud computing is set to provide a new generation of infrastructure, services and solutions for businesses.

Designed together with Hewlett-Packard Galway's Cloud Services Innovation Centre, this MSc degree seeks to produce high calibre and much sought-after internationally viable graduates in the cloud space.

The MSc degree seeks to produce high calibre and much sought-after internationally viable graduates in the cloud space. Cognisant of a shortage of skills in this area, we expect employment opportunities to be excellent.

## 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.

PAC Code:	GYD12
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 by Research 2 Year Part Time by Research
Fee	Current year fees are €13,250 (Full-Time Non-E.U.)
Programme Director	<b>Dr. Murray Scott</b> T: +353 91 495 286 E: bis@nuigalway.ie

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.



Scan the QR code opposite to find out more about this course.

# MSc (Marketing) by Research (Part-Time)



PAC Code:	
Duration	2 Years, Part-Time by Research
Fee	Current year fees are €4,275 (E.U.) €13,250 (Part-Time Non-E.U.) Fees are likely to remain the same.
Programme Director	<b>Dr. Natasha Evers</b> T: +353 91 492 788 E: natasha.evers@nuigalway.ie

*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.





*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. An IELTS score of 6.5 or equivalent is required in order to be considered for entry onto this programme.

<b>PAC Code:</b>	<b>GYD04</b>
<b>Duration</b>	1-2 Years Full-Time by Research
<b>Fee</b>	Current year fees are €13,250 (Full-Time Non-E.U.) Fees are likely to remain the same.
<b>Contact</b>	T: +353 91 492 612 E: business@nuigalway.ie



*Scan the QR code opposite to find out more about this course.*

# MPhil/PhD Programme



PAC Codes:	<b>GYD00</b> (PhD Full-Time) <b>GYD02</b> (MPhil Full-Time)
Duration	4 Years, Full-Time by Research 1 Year, Full-Time by Research
Fee	Current year fees are €13,250 PhD and MPhil (Full-Time Non E.U.) Fees are likely to remain the same.
Contact	T: +353 91 492 612 E: business@nuigalway.ie



Scan the QR code opposite to find out more about this course.

*The strong and expanding doctoral programme in the 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 strong and expanding doctoral programme in the 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 doctoral programme equips participants with substantial research and writing experience, as well as developing an in-depth expertise in their chosen field.

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. An IELTS score of 6.5 or equivalent is required in order to be considered for entry onto this programme.



# How To Apply

## Online Application (Via PAC)

Applications to most postgraduate programmes at NUI Galway are made online via the Postgraduate Applications Centre (PAC). PAC opens on 1st November 2016 to accept applications for entry to the 2017-18 academic year. PAC manages the application function for NUI Galway, and NUI Galway retains the decision-making function regarding admission to its programmes.

Prospective students can access the system through PAC on [www.pac.ie/nuigalway](http://www.pac.ie/nuigalway) (the online form is easy to use and you will be guided through the system step-by-step).

You will require an active email account to use the system. Applicants select the PAC code(s) for the programme(s) that they are interested in. These are indicated alongside the programme listings online ([www.nuigalway.ie/courses](http://www.nuigalway.ie/courses)).

Applicants may (but are not obliged to) apply for three taught programmes OR three research programmes (you can mix traditional research programmes with Structured PhDs) when making an application to NUI Galway via PAC. Your applications do not need to be ranked in order of preference, as applications are assessed on a simultaneous basis.

The online application fee (using a debit or credit card) is €50.00. Paying at a later date is possible, by a debit or credit card costing €50.00 or by bank transfer costing €55. The online application processing fee is payable to PAC and is non-refundable. Note that your application will not be processed until the date the Postgraduate Applications Centre receive your application fee payment (please ensure you secure a certificate of postage when posting your application fee). Payments by Bank Transfer should be made immediately after submitting your online application. Important: if you opt to pay your application fee at a later date, your application will not be released to NUI Galway for review until your payment has been received by PAC.

## Supporting Documents

When making an online application to PAC, most programmes require additional documentation to supplement your application, e.g. an essay, samples of work, a C.V., etc.

To see what supporting documents, if any, may be required for your programme, please visit [www.nuigalway.ie/postgrad/pac\\_supp\\_docs.html](http://www.nuigalway.ie/postgrad/pac_supp_docs.html)

All supporting documentation (specifying the PAC application number you will be assigned) relevant to the application should be posted to PAC at the following address:

**Postgraduate Applications Centre**  
1 Courthouse Square,  
Galway, Ireland



## Applying to Postgraduate Programmes at NUI Galway

Alternately you may upload (some types of) supporting documents to your online application via your PAC account. Transcripts cannot be uploaded however – rather must be posted, as hard copies, to PAC at the address above.

## Closing Dates for Applications (And Late Applications)

NUI Galway does not set a deadline for receipt of applications, with some exceptions. We will endeavour to provide you with a decision in relation to your taught programme application as quickly as possible, via our system of offer rounds that facilitate decision making and early notification to applicants throughout the year. You are encouraged to apply as early as possible. Candidates who do not have their final degree marks available may be made a conditional (provisional) offer.

*The offer round dates for taught programmes as follows:*

- 1st Round Early-January**
- 2nd Round Early-February**
- 3rd Round Early-March**
- 4th Round Early-May**
- 5th Round Early-July**

Applications will continue to be reviewed in the summer months if there are still programme places available. If programmes become filled in early rounds (as early offers are accepted) they will not accept new applications and these programmes will then be closed on PAC and also be listed on our Closed Programmes Website: [www.nuigalway.ie/postgrad/closed-programmes](http://www.nuigalway.ie/postgrad/closed-programmes).

Important: new applications will be considered at each round (if places are still available).

## When Should I Apply

Note: PAC opens for applications on 1 November. Since applications can take at least four weeks to review, if you wish to receive a decision in an early round, **you should apply at least four weeks before that offer date.**

*For example:*

### Apply by 1 December

Receive a decision in 1st Round

### Apply by 1 January

Receive a decision in 2nd Round

### Apply by 1 February

Receive a decision in 3rd Round

### Apply by 1 April

Receive a decision in 4th Round

### Apply by 1 June

Receive a decision in 5th Round

## Deposit Required for Taught Programmes

**Please note:** 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) in advance to secure your place. This deposit is then deducted from the full course fee you will ultimately be required to pay.

## Recommendations

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

# LOOK CLOSER



NUI Galway  
OÉ Gaillimh

Find out more about the postgraduate programmes at the  
J.E. Cairnes School of Business & Economics at:

T: +353 91 492 612

F: +353 91 494 546

E: [cairnes@nuigalway.ie](mailto:cairnes@nuigalway.ie)

[www.nuigalway.ie/cairnes](http://www.nuigalway.ie/cairnes)



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[nuigcairnes](https://www.snapchat.com/add/nuigcairnes)