Welcome from the Head of School

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

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.

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

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

Our mission is to deliver a high-impact scholarly environment in which students become well-rounded, 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 that respond to the changing 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.

Our programmes are designed and constantly reviewed with the needs of our students in mind. We 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 to welcome you 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

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<table>
<thead>
<tr>
<th>Programmes</th>
<th>P</th>
</tr>
</thead>
<tbody>
<tr>
<td>Diplomas</td>
<td></td>
</tr>
<tr>
<td>Diploma (Business Studies)</td>
<td>9</td>
</tr>
<tr>
<td>Diploma (Business Information Systems)</td>
<td>10</td>
</tr>
<tr>
<td>Diploma (Digital Transformation)</td>
<td>11</td>
</tr>
<tr>
<td>Diploma (Financial Analysis)</td>
<td>12</td>
</tr>
<tr>
<td>Masters of Accounting</td>
<td>13</td>
</tr>
<tr>
<td>MSc (International Accounting &amp; Analytics)</td>
<td>14</td>
</tr>
<tr>
<td>MSc (Corporate Finance)</td>
<td>16</td>
</tr>
<tr>
<td>Masters of Accounting</td>
<td>17</td>
</tr>
<tr>
<td>MSc (Strategy, Innovation &amp; People Management)</td>
<td>18</td>
</tr>
<tr>
<td>MSc (Human Resource Management)</td>
<td>19</td>
</tr>
<tr>
<td>MSc (Technology Management)</td>
<td>20</td>
</tr>
<tr>
<td>Diploma (Technology Commercialisation)</td>
<td>21</td>
</tr>
<tr>
<td>Diploma (Innovation Management)</td>
<td>22</td>
</tr>
<tr>
<td>MBA (Master of Business Administration)</td>
<td>23</td>
</tr>
<tr>
<td>Masters of Economics</td>
<td></td>
</tr>
<tr>
<td>Higher Diploma (Economic Science)</td>
<td>24</td>
</tr>
<tr>
<td>MSc (International Finance)</td>
<td>25</td>
</tr>
<tr>
<td>MSc (Global Environmental Economics)</td>
<td>26</td>
</tr>
<tr>
<td>MSc (Health Economics)</td>
<td>27</td>
</tr>
<tr>
<td>MSc (Ageing &amp; Policy)</td>
<td>28</td>
</tr>
<tr>
<td>Masters of Business Information Systems</td>
<td></td>
</tr>
<tr>
<td>MSc (Information Systems Management)</td>
<td>29</td>
</tr>
<tr>
<td>MSc (Business Analytics)</td>
<td>30</td>
</tr>
<tr>
<td>Masters of Marketing</td>
<td></td>
</tr>
<tr>
<td>MSc (Marketing Practice)</td>
<td>31</td>
</tr>
<tr>
<td>MSc (Marketing Management)</td>
<td>32</td>
</tr>
<tr>
<td>MSc (Marketing (International Marketing &amp; Entrepreneurship)</td>
<td>33</td>
</tr>
<tr>
<td>MSc (Digital Marketing)</td>
<td>34</td>
</tr>
<tr>
<td>Masters of Research Programmes</td>
<td></td>
</tr>
<tr>
<td>MSc (Business Information Systems)</td>
<td>35</td>
</tr>
<tr>
<td>MSc (Cloud Computing Research)</td>
<td>36</td>
</tr>
<tr>
<td>MSc (Marketing) by Research</td>
<td>37</td>
</tr>
<tr>
<td>MComm</td>
<td>38</td>
</tr>
<tr>
<td>MPHAI/PhD</td>
<td>38</td>
</tr>
</tbody>
</table>

Open to Non-Business/Economics Graduates

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

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

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

Innovative Programmes

We are constantly updating our courses and introducing new, innovative programmes to respond to your needs and the demands of the job market. A postgraduate degree from NUI Galway will open up a world of opportunities for you. Our graduates are highly sought-after by employers, with over 98% of graduates employed or enrolled in further study six months after graduating.

Your learning environment

At NUI Galway we provide real learning on our state-of-the-art campus which we are constantly developing to ensure you reach your full potential. We are currently completing a €400 million investment programme, the single largest capital development plan ever undertaken by the University. This includes our impressive Sports Centre which opened in September 2008, the stunning Cairnes Building which houses the J.E. Cairnes School of Business & Economics and a Student Cultural Centre incorporating the Bailey Allen Hall.

John Elliot Cairnes (1823-1875)

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

John 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.

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

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

Services available to students include:

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

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

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

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.

- Jobs in Ireland or abroad.
- Government agencies and consultancies.
- NGOs.
- Specialised sectors.
- Non-profit organisations.
- Multi-national companies.
- Start-ups.

After us, Where then?

The paths since completing a postgraduate degree programme in Galway are countless. You too can make the most of your career development.
NUI Galway’s J.E. Cairnes School of Business & Economics was awarded ‘Best College of Business’ at the Education Awards 2020. The Education Awards were established to recognise, encourage and celebrate excellence in the third level education sector in Ireland.

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.

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

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

Often referred to as the “Capital of the West” Galway is a cultural mix of eras, attracting thousands to its many festivals throughout the year. A few of the big events include: • St. Patrick’s Day Parade (March) • Galway Arts Festival (July) • Galway Races (August) • Galway International Oyster Festival (September) • Galway Comedy Festival (October)

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

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

Why choose NUI Galway for Postgraduate Study?

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.

The 2020 QS World University Rankings placed the University at number 242 out of the world’s top 1,000 universities. The University has climbed 42 places in the QS World University Ranking since 2014. NUI Galway now ranks 3rd in Ireland, the top Irish University outside Dublin and 112th in Europe.

50%+ of our PG student body are from outside Ireland.

NUI Galway’s J.E. Cairnes School of Business & Economics was awarded ‘Best College of Business’ at the Education Awards 2020. The Education Awards were established to recognise, encourage and celebrate excellence in the third level education sector in Ireland.

Galway 2020 - European Capital of Culture

With so much to see and do, many of our graduates choose to stay in the city after they graduate.

175 YEARS
NUI Galway was founded in 1845 and 2020 marks the 175th anniversary of the foundation of the University. The University has been a defining presence and recognisable landmark in Galway City for almost two centuries.

100%+ of our students in the QS Stars 2019 Rating
The Higher Diploma in Business Studies (DBS) provides graduates with a well-rounded understanding of business. Students are educated in the fundamental skills of business administration, enabling them to play an active role in the management and development of business enterprises. All courses assume no previous knowledge of the subject. The programme is designed to provide students with an orientation towards the commercial and industrial environments.

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

Entry Requirements
The programme is open to degree holders from a university or other recognised degree-awarding body. Applicants should hold an NFQ Level 8 qualification or equivalent; IELTS score of 6.5 or equivalent, if applicable.

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

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

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

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

Kevin Armstrong
IT Recruitment Consultant at Morgan McKinley:
“I believe this course is invaluable preparation for working in any sector, not just Business. It would furnish any undergraduate degree to provide a well-rounded education, as well as opening doors to new areas.”

J.E. Cairnes School of Business & Economics provides a varied, dynamic portfolio of specialist and cross-disciplinary postgraduate programmes.
Higher Diploma in Business Information Systems

Course Instance: 1HBS1

Entry Requirements
The programme is open to degree holders from a university or other recognised degree-awarding body. Applicants should hold an NQAI Level 8 qualification or equivalent, IELTS score of 6.5 or equivalent, if applicable.

Graduates have found employment in:
The employment prospects for graduates of this course are extremely good. Graduates may take up positions as systems or business analysts, computer programmers, network administrators, in a range of business functions, including marketing, logistics, production, finance and general business administration.

Three Reasons to choose this course:
(1) There is a shortage of graduates with skills in areas such as IT project management, business systems analysis, data analytics, and cybersecurity. This course covers all these areas, while affording students the opportunity to specialise in their preferred area by choosing from a list of elective modules.
(2) Students will be exposed to the latest research from the BIS discipline, and will learn how to leverage these insights to exploit the business opportunities provided by the ever increasing digitisation of society.
(3) Graduates can identify, analyse and solve business, technology, and technology management problems in applied and other settings.

Higher Diploma in Digital Transformation

Course Instance: 1DTR1

Entry Requirements
The programme is open to degree holders from a university or other recognised degree-awarding body. Applicants should hold an NQAI Level 8 qualification or equivalent, IELTS score of 6.5 or equivalent, if applicable.

Graduates have found employment in:
The Postgraduate Diploma in Digital Transformation is designed for students who wish to pursue a career as business analysts, consultants, IT project managers, or business analysts/data scientists using the concepts, tools and methodologies of digital transformation to tackle complex business challenges and create value for organisations.

Three Reasons to choose this course:
(1) Demand for graduates with technological proficiency and business know-how is at an all-time high. Studying BIS involves, among other things, learning how to design and build ICT systems, as well as understanding how to exploit the business opportunities provided by the ever increasing digitisation of society. To do this, we must develop an intricate understanding of how organisations work, the business processes that generate and consume information, the roles of people and working groups in these processes, and the efficiency of these processes.

The main goal of the Higher Diploma in BIS is to prepare graduates for employment in an ICT-related business context. This course will introduce students to the principles, methods, tools and architectures used in the development and management of ICT. Upon graduating, course participants will be equipped to manage digital technology across all industry sectors and in a range of business functions.

Digital transformation has become a key strategic issue for companies as it disrupts competitive environments, value chains, business models and professions. The impact of Big Data on decision-making processes means that managers must rapidly acquire new skills and expertise. The ability to embrace digital transformation and put it to work is becoming ever more important. In a fast-changing marketplace characterised by the drive towards Industry 4.0, digital transformation demands a new way of working, necessitating leaders that are competent in the areas of business, technology and innovation management. Upon successful completion of this programme, graduates will be able to:

- Understand how major frontier technologies work, as well as their business, economic and social impacts;
- Use critical thinking skills to effectively and efficiently address substantive business problems through the deployment of ICT solutions;
- Analyse business needs, organisational processes and user requirements;
- Develop innovative strategic responses to exploit new digital possibilities;
- Produce ICT project implementation plans;
- Manage people-related issues within ICT projects;
- Align organisational strategic plans and IT strategic plans;
- Make insightful, data-driven business decisions and assess performance.
Higher Diploma in Financial Analysis

Course Instance: 1DFA1

Graduates equipped with skills drawn from the dual disciplines of accounting, economics and finance will play increasingly key and impactful roles in financial, banking and business sectors in the future.

This course will introduce students to the fundamental principles and analytical methods of accounting, economics and finance in addition to modules from other business related disciplines. Upon graduating, course participants will be equipped with a foundation of knowledge and skills that will prepare them for further studies and future careers in this field. The long-term employment prospects for graduates from this course are extremely good. In terms of career opportunities, graduates may take up a range of positions in the financial, banking and business sectors.

Entry Requirements
The programme is open to degree holders from a university or other recognised degree awarding body. Applicants should hold an NQAI Level 8 qualification or equivalent; IELTS score of 6.5 or equivalent, if applicable.

Graduates have found employment in:
In terms of career opportunities, graduates may take up a range of positions in the financial, banking and business sectors.

Three Reasons to choose this course:
1. It equips students with the applied analytical skills they need to secure future employment in the financial, banking and business sectors.
2. It leverages content from the fields of Accounting, Economics and Finance to provide students with an in-depth understanding of how to analyse the financial consequences of business decisions.
3. It provides students with a pathway to further postgraduate study in Accounting, Economics and Finance. It is also expected to provide exemptions from Professional Accounting examinations.

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 MAcc are granted full exemption from CAI’s CAP2 examinations provided that they have full exemption from CAI’s CAP1 examinations before taking the MAcc.

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.

Ciarán O’Donnell
(MAcc 2015, now Financial Analyst at Zenith Technologies and formerly of EY)

"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. In my present role, I am responsible for provision of financial information and advice to support the financial planning and analysis function in assisting business decisions."
Programme Content
This MSc in International Accounting and Analytics at NUI Galway provides the opportunity to develop insights and critical skills for managing big data and data analytics. I have gained professional knowledge from both general business/commerce programmes who have not specialised in accounting function and management accounting techniques in different contexts and to develop understanding, insights and technical knowledge of the data analytics tools and techniques for driving organisational performance. This programme is designed to provide early and mid-career accountants with the skills and knowledge needed to engage with big data in a variety of roles in practice and industry.

Entry Requirements
Applicants are required to have completed all of the professional accounting examinations and have obtained at least a 2.2 honours degree (or equivalent) in a suitable academic discipline. Applicants must also demonstrate an ability to work at an advanced level in English.

Indicative List of Modules:
- Accounting and Analytics
- Business Analytics with SAP
- Data Science and Big Data Analytics
- Advanced International Financial Reporting and Analysis
- Summer School – Audit and Accounting Analytics (KPMG)
- Summer School – Management of Organisational Performance
- Analytical and Communication Skills
- Development

Three Reasons to choose this course:
(1) KPMG-led Summer School on Audit and Accounting analytics and Disruptive Technologies in Accountancy and Finance Summer School
(2) Exemptions from specific ACCA professional accounting examinations
(3) SAP Certification

Minal Tambe
Senior Fund Officer at Alter Domus

"The rapidly evolving technologies in the business environment play a pivotal role in setting the expectations of today’s accountants, be it experienced or newly qualified. While working in the auditing space for years and dealing with a variety of challenges arising due to the massive increase in the volume of transactions and changing technologies, I observed the skill gap that was getting developed in delivering quality audits. This Program is suitably designed to meet the changing business requirements for qualified accountants wherein there is an increasing demand for advanced analytical skills and technological knowledge. The academic content is very thoughtfully planned to equip finance professionals with knowledge of SAP, Big Data, Management Controls, and hands-on experience on smart tools and platforms like Tableau, UPath Studio, AWS, etc. It’s an invaluable life experience to study in an international setting like this and learn from highly experienced professors of NUIG, while interacting with equally ambitious and motivated classmates coming from different countries and cultures."
**MSc Corporate Finance**

The programme is designed to equip you with analytical and decision-making skills relevant for the finance industry.

**Minimum Entry Requirements**

- A H2.1 undergraduate honours degree (NFQ Level 8 or international equivalent) in (a) Business/Commerce to include a number of quantitative subjects such as Economics or Finance; or (b) A quantitative based degree such as Engineering, Mathematics, Physics or Economics. Applicants should have demonstrated strong academic ability (a H1 or H2.1, or equivalent) in their degree, such as mathematics, statistics, or econometrics. IELTS score of 6.5, or equivalent, if applicable.

- Chartered Accountants Ireland - Professional Examination Exemptions

  The programme has been awarded exemptions in six ACCA subjects: Accountant in Business, Management Accounting, Accounting, Financial Accounting, Performance Management, Financial Reporting and Financial Management.


**Three Reasons to choose this course:**

1. CFA Affiliated Programme offering CFA scholarships.
2. Earn exemptions from ACCA and Chartered Accountants Ireland
3. Work Placement opportunities are available on a competitive basis

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**MSc (International Management)**

This 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 focused and newly internationalising domestic firms.

**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.

- **Graduates have found employment in:**
  - Business and Investment Banking
  - Corporate Finance
  - Management Development
  - Business Consulting
  - Finance Services

**Overall Winner** of the national Postgraduate Course of the Year (Business) Award 2019 and 2013.

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**INTERNSHIP OPPORTUNITIES AVAILABLE**

- Available on a limited and competitive basis

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**INTERNSHIP OPPORTUNITIES AVAILABLE**

- *Available on a limited and competitive basis*

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**Includes International Study Tour on Global Leadership**

**Did you know?**

We have a new Intel sponsored award for our highest academically performing student, valued at €1,000.
MSc (Strategy, Innovation & People Management)

Course Instance: 1MIP1

Closing Date: You are advised to apply early as applications may result in an early offer. See page 39 for details

Duration: 1 Year, Full-Time

Fee: Please visit: www.nuigalway.ie/cairnes/fees

Programme Director: Mike Moroney
T: +353 91 493 044 E: business.postgrad@nuigalway.ie

Course Level: Level 9

The long-established MSc in Strategy, Innovation and People Management equips graduates to work in a wide variety of industry settings. The programme provides students with a deep, analytical and applied understanding of strategic management, innovation and people management, a six-month internship opportunity and global HRM accreditation. CIPD HRM Accreditation

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.

Work Internship
From 2019/20, the MSc in Strategy, Innovation and People Management offers a unique six-month work internship opportunity. The University will secure internship opportunities; and students will be required to apply for any available positions. 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 H2.1 undergraduate honours degree (NFQ Level 8), or a H2.1 in the Higher Diploma in Business Studies, is required. Practical experience providing exposure to the strategic, innovation and human resource issues confronting organisations would be an advantage. IELTS score of 6.5 or equivalent, if applicable. Applicants must also submit a one-minute video outlining why you wish to study for an MSc HRM, what your career plans are and why you should select us for the programme (see instructions online).

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, Amaron, Bank of Ireland, Dalata, Diageo, Dell, Deloitte, Enterprise Ireland (New York), Google, IDA Ireland, Jumia/Riar Hotels (Dubai), Mazars, Mercer Consulting, Cambridge University (PhD), NUIGalway (PhD), Oracle, University of Limerick. The MSc (Human Resource Management) provides the analytical and problem solving skills that one needs to succeed in the changing world of work as a HR profession in national and global organisations.

Entry Requirements
Normally a H2.1 honours in business or related degree (NFQ Level 8), or a H2.1 in the Higher Diploma in Business Studies, is required (or equivalent international qualification). Experience is also considered. A personal statement must be included with all applications. In addition, an interview may form part of the selection process for the programme. IELTS score of 6.5 or equivalent, if applicable. Applicants must also submit a one-minute video outlining why you wish to study for an MSc HRM, what your career plans are and why we should select you for the programme (see instructions online).

Graduates have found employment in:
HR generalist and other specialist HR positions in Beckman Coulter, Boston Scientific, CPL Recruitment, Google, HSBC, IBEC, INTER, 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.

INTERNSHIPS NOW AVAILABLE
Six-month work internship opportunity: The University will secure internship opportunities; it is at the discretion of employers whether they shortlist and offer a position to applicants.

MSc (Human Resource Management)

Course Instance: 1MHR1

Closing Date: You are advised to apply early as applications may result in an early offer. See page 39 for details

Duration: 1 Year, Full-Time

Fee: Please visit: www.nuigalway.ie/cairnes/fees

Programme Director: Dr. Deirdre Curran
T: +353 91 492521 E: deirdre.curran@nuigalway.ie

Course Level: Level 9

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.

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

Tara O’Carroll, People Operations, Google
“This masters allowed me to hone in on my people management skills and learn how to lead businesses to compete in the ever competitive and constantly changing marketplace. On reflection of the MSc in Strategy, Innovation and People Management programme, it was a truly fantastic experience and I would encourage anyone to apply as you get a grounding in human resources aspects which has the CIPD accreditation as well as focuses on strategy & innovation management.”
MSc (Technology Management) (Part-Time)

Closing Date: Visit https://www.nuigalway.ie/courses/adult-and-continuing-education-courses/technology-management.html
Duration: 2 Years, Part-Time
Fee: Please visit: www.nuigalway.ie/cairnes/fees
Programme Director: Dr. Niamh Nolan T: +353 91 493 746 E: niamh.nolan@nuigalway.ie
Course Level: Level 9

This blended learning MSc is designed for managers, technical specialists, engineers, or those responsible for managing technologies within 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.

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

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 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.”

Diploma (Technology Commercialisation) (Part-Time)

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.

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.

List of Modules:
Innovation and Technology Transfer
Marketing Technology Products
Technology Innovation and Entrepreneurship
Technology Finance and Capital
Company Project

Closing Date: Visit https://www.nuigalway.ie/courses/adult-and-continuing-education-courses/technology-commercialisation.html
Duration: 1 Year, Part-Time
Fee: Please visit: www.nuigalway.ie/cairnes/fees
Programme Director: Dr. Niamh Nolan T: +353 91 493 746 E: niamh.nolan@nuigalway.ie
Course Level: Level 9

The Diploma in Technology Commercialisation 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.
Diploma (Innovation Management) (Part-Time)

The NUI Galway MBA integrates an academically rigorous and challenging real-world business education with industry engagement and global learning. The 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.

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 Director as being considered for admission.

On successful completion of the Diploma (Innovation Management) with a 2.1 grade or higher, students may apply by the Programme Board to ascertain their suitability.

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

The programme is delivered via blended learning and is targeted towards those responsible for innovation in their organisations. The programme ensures 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 industry and service sectors. Graduates have found leadership development.

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.

Students of this diploma will learn about innovation and change and the effects on 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.

Key Features of the 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 MBA Masterclass series, an individual mentoring programme with top business leaders and an international study trip to one of the leading international business schools give the NUI Galway MBA a distinctive competitive advantage.

International Leadership Gateway: Fordham
Organisations now operate in a global environment and it is important to understand different perspectives and experiences in an international context. Combining tuition and experiential learning in a global business context the International Leadership Gateway Experience is an intensive tailored programme currently delivered in collaboration with our academic partner Fordham University, NY. The programme pivots around your personal leadership development.

We will be announcing exciting new scholarship opportunities on our webpage. Learn More - www.nuigalway.ie/mba/scholarships

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"
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.

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

Entry Requirements
NQAI Level 8 degree or equivalent. 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. MEconSc (International Finance), MSc, (Global Environmental Economics), MSc (Health Economics).

In these cases, the higher diploma is treated as the first year of a two-year programme, with the second, (mastery) year involving a €3,000 reduction in the MSc fee (for EU students).

Contact the programme director for details.

Conan Shine

“I highly recommend this course coming from a background in Mathematics the course is diverse and has multiple choices to gain experience within different types of Economics. This course has left me feeling prepared to begin a Masters in Health Economics in September.”

MEconSc (International Finance)

The Master of Economic Science (International Finance) is specifically tailored with dedicated courses aimed at providing students with cutting-edge knowledge of international finance. The programme is designed to equip students with a rigorous understanding of global macroeconomics and the technical skills needed to produce sophisticated analysis of issues in international finance.

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

Why choose international finance at NUI Galway?

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

Prepare for a PhD
The programme provides necessary transferrable skills to pursue PhD in Finance, Economics, and other cognate disciplines. Several graduates from this programme have successfully completed their PhDs, 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 I or equivalent, which will have included the study of economics to intermediate level. Students who hold a Diploma in Economics with Second Class Honours, Grade 1, or equivalent may also apply. IELTS score of 6.5 or equivalent, if applicable.

Graduates have found employment in

Indicative 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)

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.”
MSc (Global Environmental Economics)

The MSc (Global Environmental Economics) is an innovative programme for students interested in contributing to environmental policy and sustainable long-term management of rural and urban resources. Students equip graduates with quantitative modelling skills to meet the diverse challenges of global climate change, sustainable development and environmental governance. Many of the greatest challenges facing societies around the world today relate to environmental concerns—from climate change to food and energy security, the need to achieve sustainable and resilient forms of economic development, sustainable use of natural resources, pollution or biodiversity loss.

Career Opportunities

Students who hold a H2.1 in the Higher Diploma in Economics or equivalent may also apply. Students without an economic background are also encouraged to apply and will be accepted subject to successful completion of an online preparatory Economics course. These students are advised to get in touch with the course coordinator as early as possible for more details. IELTS score of 6.5 or equivalent, if applicable.

Entry Requirements

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 healthcare 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 and health economics methodologies including health technology assessment, economic evaluation, statistics and econometrics.
- 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 or medical device industry sectors, health policy agencies, or health research units in Ireland or internationally. Many of our students are retained upon completion of their placement.

Nalumu Elizabeth Eleotin (from Uganda)

“This course is an excellent choice for students with an interest in environmental economics. The course was very practical and included a field trip aboard the RV Celtic Voyager aimed at enhancing knowledge and appreciation of marine science that is also incorporated into marine policy formulation.”

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

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.

Career Opportunities

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

Entry Requirements

Normally applicants require a H2.1 honours degree (NFQ Level 8) which includes the study of economics to intermediate level. Students who hold a Higher Diploma in Economics with H2.1 or equivalent may also apply. Applications from people with experience in the pharmaceutical or medical device industry sectors, or the health service or public health agencies, are also welcome. Applicants without a background in economics will be offered an opportunity to take a bridging course in economics before starting the programme. IELTS score of 6.5 or equivalent if applicable.

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

Dr Aine Varley

Intern at the National Centre for Pharmacoeconomics.

“I chose NUI Galway because of the strong links to research, particularly with local clinicians and health services. The students on the programme come from a range of academic, and professional backgrounds. The highlight of the programme was the 12-week internship which forms the basis of your dissertation. The support and teaching provided was second to none. The MSc in Health Economics has opened up opportunities that would never have been possible.”
MSc (Ageing and Public Policy) (Full-Time)

Driven by a commitment to research informed interdisciplinary education, the MSc examines demographic ageing from a public policy perspective, critically assessing existing approaches and future directions to secure an effective and fair means of engaging older people in ageing societies.

Students will: analyse critical policy challenges relevant to diverse older populations; assess the role of public policy in the fair and effective allocation of opportunities across the life course; evaluate the readiness of existing policy structures; and assess to what degree the application of policy levers are supporting older people and addressing system sustainability issues.

Hosted at the internationally recognised Irish Centre for Social Gerontology, the course comprises of an applied project, and taught modules in the areas of: Dynamics of Ageing and Public Policy; International Policy and Ageing; Social Exclusion and Inequalities in Later Life; Health Systems and Policy Analysis; Work, Pensions and Retirement; Environmental Gerontology and Ageing in Place Policy; Cost Benefit Analysis and Evaluation; and Policy Development and Analysis.

Entry Requirements
Normal H2.1 undergraduate degree is required, but ideally with some prior experience in ageing-related policy and practice.

Career Opportunities
Graduates will possess in-depth analytical skills which will enhance employability in ageing specific and general public policy sectors. This includes: capacity for critical thinking; knowledge of and ability to evaluate policies; capacity to apply data analysis techniques. Students are likely to be employed as: policy analysts and managers in public bodies; policy and strategic planners in civil society organisations; service coordinators; senior staff within private ageing-related organisations. This course will also serve as an excellent grounding to pursue a PhD programme.

Three Reasons to choose this course:
(1) The only course available at a Masters level that examines ageing and public policy in Ireland, and one of only a small number internationally.
(2) The course draws together contributions from national and international policy experts working at the forefront of policy development, and advocacy.
(3) The programme is distinctive in its positioning within a research informed learning environment that is linked directly to state-of-the-art research programmes, led by international experts on ageing and policy.

A variety of sought-after technical skills are covered in this course, using leading-edge industry software. Successful applicants will come from a variety of academic and professional backgrounds, ideally but not necessarily with some prior exposure to information technology and/or business. The personal statement made on application is important to express the conviction that the programme is right for you and to explain how it fits into your career plans. An IELTS score of 6.5 or equivalent, if applicable, is required.

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

Indicative List of Modules:
- Information Systems Strategy and Innovation
- Information Systems Security and Ethics
- Information Systems Strategy and Innovation
- Business Modelling & Analytics
- Advanced Applications Programming
- Project

Course level: Level 9

Closing Date
You are advised to apply early which may result in an early offer. See page 39 for details.

Duration
1 Year, Full-Time

Fee
Please visit: www.nuigalway.ie/cairnes/fees

Contact
Dr. Noel Carroll
T: +353 91 492 308
E: bis@nuigalway.ie
MSc (Business Analytics)

Course Instance: 1MBY1

Closing Date: You are advised to apply early which may result in an early offer. See page 39 for details

Duration: 1 Year, Full-Time

Fee: Please visit: www.nuigalway.ie/cairnes/fees

Contacts: Dr. Denis Dennehy
T: +353 91 494393
E: bio@nuigalway.ie

Course Level: Level 9

Indicative 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
- Major Group Project

Bill Schmarzo
CTO, IOT and Analytics - Hitachi Vantara and Honorary Professor - NUI Galway

"Not only does the course teach the important fundamentals of business analytics, big data and data science, but they encompass that learning within a broader design thinking approach that seeks to get the most out of every student. The success of the program speaks for itself in the number of students who are placed in high positions of responsibility at some of the leading companies throughout Ireland and the EU."

Upon completion of the MSc Business Analytics, students will have acquired industry-standard skills and in-depth knowledge to:
1. Understand and be able to use specific IT which is used in developing business analytics.
2. Analyse and solve business problems using applied data analytics tools and techniques.
3. Understand and apply techniques for managing Information Technology in organisations.
4. Identify, analyse and solve applied problems in individual and team-based settings.
5. Apply effective decision-making to global business problems.

Entry Requirements
Applicants should normally hold a qualification from a university or other internationally recognised academic institution or authority, corresponding to Level 8 of the Irish National Framework of Qualifications (NFQ), to a minimum standard of Second Class Honours (or equivalent). IELTS score of 6.5 or equivalent, if applicable. 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.

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

Graduates have found employment in:
Ariva, Amdani, Anam Technologies, Eir Ireland, Equitax, Fidelity Investments, Permanent TSB, EY Ireland, Reprographic Systems Ltd, SAP, Mylan, Microsoft, Nestra, RSA Insurance, Bank of Ireland, Scotabank Ireland, Tata Consultancy, MSD and Microsoft.

Salary Range
(Class of 2018/19)
- 18%: 20-29k
- 35%: 30-39k
- 20%: 40-49k
- 27%: 50-70+k

MSc (Marketing Practice)

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.

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

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

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

Minimum Entry Requirements
Normally a Bachelor of Commerce or equivalent business degree (NFQ Level 8), with a high Second Class Honours Grade 2 (minimum grade of 55% average in final degree) and a significant specialisation in marketing. Applications also welcome from graduates fluent in German, French, Spanish, Italian, Finnish and Nordic languages with an interest in a career in professional sales-consulting roles in multinational companies based in Ireland.

Bill Schmarzo
CTO, IOT and Analytics - Hitachi Vantara and Honorary Professor - NUI Galway

"Not only does the course teach the important fundamentals of business analytics, big data and data science, but they encompass that learning within a broader design thinking approach that seeks to get the most out of every student. The success of the program speaks for itself in the number of students who are placed in high positions of responsibility at some of the leading companies throughout Ireland and the EU."

Upon completion of the MSc Business Analytics, students will have acquired industry-standard skills and in-depth knowledge to:
1. Understand and be able to use specific IT which is used in developing business analytics.
2. Analyse and solve business problems using applied data analytics tools and techniques.
3. Understand and apply techniques for managing Information Technology in organisations.
4. Identify, analyse and solve applied problems in individual and team-based settings.
5. Apply effective decision-making to global business problems.

Entry Requirements
Applicants should normally hold a qualification from a university or other internationally recognised academic institution or authority, corresponding to Level 8 of the Irish National Framework of Qualifications (NFQ), to a minimum standard of Second Class Honours (or equivalent). IELTS score of 6.5 or equivalent, if applicable. 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.

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

Graduates have found employment in:
Ariva, Amdani, Anam Technologies, Eir Ireland, Equitax, Fidelity Investments, Permanent TSB, EY Ireland, Reprographic Systems Ltd, SAP, Mylan, Microsoft, Nestra, RSA Insurance, Bank of Ireland, Scotabank Ireland, Tata Consultancy, MSD and Microsoft.

Salary Range
(Class of 2018/19)
- 18%: 20-29k
- 35%: 30-39k
- 20%: 40-49k
- 27%: 50-70+k

MSc (Marketing Practice)

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

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

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

Minimum Entry Requirements
Normally a Bachelor of Commerce or equivalent business degree (NFQ Level 8), with a high Second Class Honours Grade 2 (minimum grade of 55% average in final degree) and a significant specialisation in marketing. Applications also welcome from graduates fluent in German, French, Spanish, Italian, Finnish and Nordic languages with an interest in a career in professional sales-consulting roles in multinational companies based in Ireland.
MSc (Marketing Management) (Full-Time/Part-Time)

Entry Requirements
Normal a Second Class Honours undergraduate degree H2.1 is required (or equivalent international qualification). Applicants who hold a very high H2.2 and who have achieved a H2.1 average within a significant Marketing specialism in a business degree may be considered. The programme is open to graduates of all disciplines. Applicants from a Non-Business/Marketing degree background, applying as a conversion programme, are required to successfully complete an online Principles of Marketing test, as specified by the Marketing Discipline, prior to commencement of studies. IELTS score of 6.5 or equivalent, if applicable.

Three Reasons to choose this course:
(1) Become an all-round marketing professional with advanced strategic marketing knowledge and skills.
(2) Work with real companies on applied consultancy based projects.
(3) Be industry ready with analytical and research-led skills.

Follow us on Twitter @MarketingNUIG and keep up to date with +NUIGMarketing

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

MSc (International Marketing & Entrepreneurship)

Entry Requirements
Normally a Second Class Honours undergraduate degree H2.1 is required (or equivalent international qualification). Applicants who hold a very high H2.2 and who have achieved a H2.1 average within a significant Marketing specialism in a business degree may be considered. The programme is open to graduates of all disciplines. Applicants from a Non-Business/Marketing degree background, applying as a conversion programme, are required to successfully complete an online Principles of Marketing test, as specified by the Marketing Discipline, prior to commencement of studies. IELTS score of 6.5 or equivalent, if applicable.

Three Reasons to choose this course:
(1) Work with international companies on applied consultancy based projects.
(2) Boost your employability skills with an executive training Summer School.
(3) Build your networks with industry speakers from international organisations.

Follow us on Twitter @MarketingNUIG and keep up to date with +NUIGMarketing

Annual day long team building off-site trip in Delphi Adventure Centre.

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 highly recommend it to anyone who is passionate about marketing and would like to build a successful career in this field."

Follow us on Twitter @MarketingNUIG and keep up to date with +NUIGMarketing

Annual day long team building off-site trip in Delphi Adventure Centre.
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 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.

Three Reasons to choose this course:

1. Build your tech stack with Hubspot and Google Academy certifications.
2. Keep ahead of the digital curve with “Web 3.0” training with leading experts.

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 therefore digital marketing should be considered more widely.

No One Y ear Full Time by Research
Programme Director Dr. Murray Scott T: +353 91 495 286 E: bis@nuigalway.ie

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. IELTS score of 6.5 or equivalent if applicable.

Graduates have found employment in:
- Such companies as: Hewlett Packard, Microsoft, SAP Research and Deloitte.
- RezSocial (USA) Rentokil Initial, Healthcare, Pendo (USA), Tasty Carraig Donn, Enterprise Ireland, VHI

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

Before applying online, students should make initial contact with the Programme Director, enquiring about application procedures, programme content, workload and timetables, 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.

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”.

Digital Sales Management
Social Marketing & Sustainability
Marketing Analytics (delivered online)
Strategic Brand Management
Digital Metrics & Analytics

Digital Marketing Strategy
Marketing Performance & Productivity (delivered online)
Inbound Marketing & Content Creation (delivered online)

Semester 2
Inbound Marketing & Content Creation (delivered online)

Semester 1

Indicative List of Modules:
Semester 1
Research Methods
Social Media Marketing Theory
Services Marketing
Marketing Performance & Productivity (delivered online)
Inbound Marketing & Content Creation (delivered online)

Semester 2
Digital Marketing Strategy (delivered online)
Digital Metrics & Analytics
Strategic Brand Management
Marketing Analytics (delivered online)
Social Marketing & Sustainability
Digital Sales Management
Summer School and Applied Marketing Project

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The Master of Science in Cloud Computing Research is a programme of advanced research, designed to develop research skills in a business-focused area of cloud computing and services.

Entry Requirements

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 Grade 1 (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 A: Persons with an undergraduate degree and/or postgraduate degree containing information systems, technology management or equivalent.

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

Applicants who do not hold a Level 8 educational qualification but who hold professional qualifications and/or have relevant practical experience are eligible to apply for the programme in accordance with the University’s guidelines on the Recognition of Prior Learning (RPL). Such candidates will be required to provide evidence of their previous knowledge and may be required to attend for interview.

It is expected that prospective entrants may include persons currently working in industries which have a particular need for cloud computing, cloud services, applications or platforms.
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Entry Requirements
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When making an online application, most programmes require additional documentation to supplement your application, such as a personal statement, a CV, etc. To see what supporting documents, if any, may be required for your programme, please visit www.nuigalway.ie/postgradadmissions

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