

Dublin Business School (DBS)

Course Catalogue

2019/2020

UNDERGRADUATE



Please note for 2019/20 Academic Year, ^{DBS} DBUS is undergoing programmatic review on a number of our programmes and as such some modules may not be available, some module titles may change and new ones could be introduced. We will keep you updated on this as we progress.

School of Business & Law - Spring Semester Options

GBUS 270 (NOT APPROVED FOR GBUS MAJORS)

Business Context and Organisation B6BU100

Business Context and Organisation is an introductory business module. It introduces learners to external environmental analysis, organisational structure, organisational culture, and samples the concerns of the main organisational functions, namely; operational, financial, marketing and human resource management. It gives an appreciation of the importance and influence of the context of business internally and externally, how business is organised, and the contribution of the various functions. In tandem with the sampling of the finance function in general, a component of the course is given to introducing central accounting statements, and equipping students with the ability to interpret the broad parameters contained within these statements.

GBUS 270 (NOT APPROVED FOR GBUS MAJORS)

Marketing Essentials B6MK100

This module introduces the learner to marketing concepts and theories that provide a comprehensive foundation within the marketing subject area. Lectures will be the primary method of delivery. These are supported by tutorials to facilitate further discussion of material and guidance for self-directed learning. Guest lecturers will be invited to offer seminars to develop the learners' understanding of current practices in marketing led organisations.

ECON 270

Economic Perspectives B6AF102

The module is designed to expose students to the various economic perspectives existing in the world today; to understand as to why certain powers are more in favour of the free market approach (austerity) to the government interventionist (quantitative easing) approach or vice versa; students will also apply the theoretical frameworks learnt to any industry/economy to enable them to have a sophisticated view of the major changes taking place outside the classroom.

CSCI 270

IT Essentials B6IS100

In this module learners will focus on the essential and current concepts of computing and related technologies. Learners are given a relevant approach to the fundamental issues surrounding the world of computing through a balance between theory and the applied learning of these topics. Learners will build practical skills in database, spread sheets and web technologies. They will also appreciate the role that computer technologies have played in facilitating the evolution and development of business systems and the legal and ethical issues that have emerged through this process.

MATH 270

DBS

Maths and Statistics for Business B6AF104

This module provides an introduction to the concepts and techniques within mathematics and statistics that are relevant to the modern business environment. Learners will study different data collection methods and sampling techniques, along with appropriate methods for summarising and presenting data. The module introduces financial topics including compounding and net present value; probability concepts such as the binomial and normal distribution; and basic applications of differential calculus in business settings. Learners taking this module will not be taking accounting, thus mathematics required for financial transactions will be introduced in this module.

MATH 270

Maths and Statistics Finance B6AF106

The accounting and finance sector demands graduates with strong quantitative & IT skills. This module gives the key concepts and techniques behind a variety of quantitative topics and areas including calculus, regression, and probability and their application in the business world. Contact hours will consist of traditional lectures, problem-solving tutorials and lab-based tutorials on Microsoft Excel.

ACFN 270

IT Skills for Business B6IS101

Learners will build practical skills in file management, word processing, desk-top publishing, presentation, spreadsheet, database software tools and develop basic webpages. Learners will format and publish content for both traditional print based media and digital/social media. They will also identify key computing technologies and to provide the learner with an overview of current computing terms. The module will also enable the learner to understand how files are organised, named and stored and to attain practical computing skills in current applications software tools. It will also seek to provide the learner with the opportunity to create and publish a variety of online content using new and emerging technologies

CSCI 270

Web Development I B6IS114

This module introduces the learner to current client-side technologies for designing and developing dynamic web sites. The module will provide learners with the skills and practical experience to build usable and accessible web sites.

CSCI 270

Computer Architecture B6IS112

This module introduces the learner to theoretical aspects of computer science. The essentials of computer architecture and organisation are explored and how components such as the CPU operate and interact. It will cover fundamental computing topics such as circuits, logic gates and Boolean algebra. It is designed to support and enhance understanding by providing learners with practical experience of implementing basic programs in assembly language

COLG 170

Irish Society & Economics B6EC100

Providing the context for a study abroad semester in Ireland, this interdisciplinary module explores key social, historical, cultural, political and economic forces that have shaped Ireland and its place in the world.

ACFN 270

Business Accounting B6AC046

Business Accounting will give a broad overview of the underlying components of financial accounting that

pertain to a modern business. It will focus on the ^{DBS} accounting system and the preparation and interpretation of financial accounting statements.

COMM 270

Digital Media Tools B6MK112

Digital literacy and content creation are key skills for a young professional wishing to add value to a marketing or sales office in the general business, sales, marketing or the tourism areas. This module will allow students to discover how social media, companies' digital strategies work (and don't work). Secondly, learners will create a fully functioning website creating a website and content use SEO (Search engine Optimisation), use basic HTML editor, embed audio and video and link through Social Media (Facebook, LinkedIn).

GBUS 270 (NOT APPROVED FOR GBUS MAJORS)

Management B6MG100

This is a skills-based module to encourage students to think like managers. The module introduces the student to a range of studies (traditional and modern) which are useful in understanding people in the workplace. It has an international in focus through the appraisal of business cases and scenarios where a variety of approaches are considered, with scenarios and cases presented from international contexts.

COMM 270

Marketing Communications B6MK102

This module is an intensive study and application of integrated marketing communications strategy in the context of sales management and the international business environment.

ECON 270

The International Economy B6EC009

This module is a study of the evolution of International Trade within a "globalised" economy with a particular focus on the economic and political contexts within which it is evolving. It will provide learners with an understanding of the various theories underpinning international trade. It will facilitate discussion on current political and economic developments which are impacting on perceptions of the benefits and drawbacks of International trade on countries, business and people.

CSCI 370

Operating Systems B7IS124

This module will serve as an introduction to operating systems. It will build learners' understanding of the theory that underpins operating systems and supplement knowledge of hardware components of a computer system. It will address abstract concepts such as multiprocessing, memory management and file management. The learner will be introduced to functional aspects of Windows and Linux operating systems. The module will progress to generate skills based on the practical application of this knowledge through hands on assignments which will develop real world skills.

CSCI 370

Algorithms and Data Structures B7IS126

This module will provide the students with solid foundations in the basic to intermediate concepts of data structures and algorithms, along with their implementation in a programming language.

GBUS 270

Project Management B7BU104

This module provides the learner with an understanding of the importance of project planning and evaluation in project management within organisations and assists the learner in adopting an appropriate project management perspective with regard to the management of projects within organisations.

GBUS 370

Innovation and Entrepreneurship B7LL105

This is an intensive, experiential programme with the aim of introducing learners to creative thinking and the basic concepts of entrepreneurship and innovation. It will provide students with an awareness of the intrinsic value of entrepreneurship, innovation and commercialisation activities and their role in business today. Learners will be introduced to technical and transferable skills required for entrepreneurial activity. Practical supports will be offered to students who have identified business ideas that they wish to pursue further.

GBUS 370

Services Marketing B8MK104

(APPROVED AS GBUS MAJOR ELECTIVE – NO SIGNATURE REQUIRED; PREREQ OR CO-REQ GBUS 321 FOR GBUS MAJORS; IF ALREADY TAKEN GBUS 324 THIS COURSE WILL NOT COURSE TOWARDS MAJOR)

The module offers an alternative view to the traditional marketing focus on the marketing of products by recognising that services have a distinctive nature and therefore require a distinctive form of marketing. The traditional marketing mix, the 4P's, is expanded to take into consideration an additional 4P's consisting of the people (employees), the process, the physical environment and productivity which are imperative to successful service delivery. The learner should develop an in-depth understanding of the unique nature of service organisations and become equipped with the knowledge and skills for managing and implementing marketing approaches in the service sector.

GBUS 370

Consumer Analysis B8MK100

(APPROVED AS ELECTIVE IN GBUS MAJOR- NO SIGNATURE REQUIRED)

Consumer analysis is a module that endeavours to provide learners with a robust understanding of the theoretical perspectives and models driving contemporary global consumption and to facilitate the application of these perspectives to market place examples and cases. The module provides an analysis of consumer motivations, perceptions, attitudes and personality and combines these with topics relating to consumer culture, family influence and peer recommendation. The module challenges learners to think in a critical fashion and ultimately develop the ability to apply buyer behaviour theory into practice.

GBUS 370

Strategic Management B8MN100

(NOT APPROVED FOR GBUS MAJORS)

Learners will be provided with the knowledge, skills, concepts and tools necessary to understand, and respond to, the increasingly complex, global, volatile, and dynamic context in which organisational strategy formulation and development take place today. This module will conduct a detailed study of the nature of strategy content, and of strategic processes, in a variety of organisational/industry settings designed to equip students for further study at post-graduate level and for future career development.

GBUS 370**International Marketing B8MK106**

(APPROVED AS GBUS 321 EQUIVALENT IN GBUS MAJOR; CAN'T BE USED FOR GBUS MAJOR ELECTIVE- NO SIGNATURE REQUIRED)

Marketing internationally is a question of survival for many organisations that wish to expand, grow or just survive. This module will introduce the learner to International Marketing concepts and theories and the types of environments companies face when internationalising. How to select markets and how to enter markets are decisions relevant when designing the International Marketing Plan. In this module learners will be asked to work on a project where they will sharpen their cross-cultural management skills with the view of building an International Marketing Plan.

GBUS 370**Human Resource Management B8MN104**

(APPROVED AS GBUS 311 EQUIVALENT IN GBUS MAJOR; CAN'T BE USED FOR GBUS MAJOR ELECTIVE- NO SIGNATURE REQUIRED)

The module provides learners with a comprehensive and modern review of talent planning, management and resourcing. Students will learn how Human Resource (HR) specialists demonstrably add value in pursuit of competitive advantage and organisational sustainability. Among other contemporary issues, learners will be introduced to the complexity surrounding the reconfiguration of the HR role, the impact of culture on HR performance, the rise of the HR business partner, the potential of e-enabled HR and HR outsourcing opportunities. This module also includes an assessment of the traditional HR activities, recruitment and selection, training and development and associated sophisticated policies and practices.

GBUS 370**Global Business B8MN102**

In this highly contemporary module, learners will absorb and process the major global trends in the business world, assess their business implications, and generate strategic options in response. Learners will develop an understanding of factors driving the attractiveness of international markets and possible modes of market entry. The strategic implications of key political, legal, and social forces in the global business environment will also be considered, including practical and theoretical aspects of managing across differing national cultures.

GBUS 370**Data Management & Analytics B8IS100**

(APPROVED AS ELECTIVE IN GBUS MAJOR- NO SIGNATURE REQUIRED)

High quality data and discovering patterns is an essential component of a modern organisation. Enterprises now rely on their data assets to make informed and increasingly effective decisions. Data analytics involves processes and activities designed to obtain and extract useful information from available data stores. The emergence of large scale data sets (referred to as 'Big Data') enforced a reassessment of traditional data management and analytic techniques. This module will examine core data management tools and techniques. It will then build on this knowledge to evaluate cutting edge tools and techniques.

GBUS 370**Marketing Research B8MK102**

(APPROVED AS ELECTIVE IN GBUS MAJOR- NO SIGNATURE REQUIRED)

Marketing research is one of the most important aspects of marketing. It provides a company with valuable information that guides all of its marketing activities. This course guides learners through the scope and process of gathering information to aid decision-making. The main purpose of the course is to

provide an understanding and appreciation of the marketing research process, research tools and techniques.

ACFN 370

Business Finance B8AF120

The module incorporates the areas of financial accounting and finance. The module is designed to provide knowledge and understanding of the principles and concepts that underpin financial accounting. This module will also provide knowledge and understanding of the key financial issues faced by modern-day financial managers.

School of Arts - Spring Semester Options

ACFN 270

Communication for Success A6LL102

This module is intended for learners to practice, rehearse and improve their oral and written communication skills. On completion of the module, learners should be able to demonstrate the practical knowledge, understanding and skills of the effective business communicator.

PSYC 270

Developmental Psychology A6PS108

This module will introduce the topic of developmental psychology, which can be defined as the systematic study of the developing person across the lifespan. It aims to provide an introduction to the study of human development. Learners will learn about the changes that occur across different domains of development throughout infancy and childhood. Learners will learn about developmental theories and concepts, and about the methods involved in developmental research. The module will touch upon some of the key critical issues and frameworks that shape our understanding of development, these include nature versus nurture, continuity versus discontinuity and biological, social and cognitive factors interact and influence development.

PSYC 270

Fundamentals of Cognitive Psychology A6PS112

This module will introduce the topic of cognitive psychology focusing on its historical roots. It will examine the key research methods that have contributed to the understanding of the mind and its fundamental processes. The module will examine theories and research on memory, attention, perception and problem solving. Learners will evaluate the literature concerned with cognitive psychology and key research methods and findings in the area.

HIST 270 (HM)

War and Peace in the Twentieth Century II A6GA104

This course offers a broad overview of the dominant themes and major events in European and international history from the First World War to the end of the Cold War. Special prominence is given to the major ideological forces that have shaped political, social and economic developments

PSYC 270

Introduction to Qualitative Research Methods A6SS116

In this module, learners will be introduced to the scientific method. They will be introduced to quantitative research designs, sampling techniques and methods used in data collection as well as descriptive statistical

analysis. In addition, learners will learn how to report ^{DBS} findings of research studies. They will be made aware of some of the differences between quantitative and qualitative research methods. Moreover, the learner will engage with current research papers and will be encouraged to think critically about research questions and methodology. This module equips the learner with the skills necessary to design a research proposal.

PSYC 370

Social Psychology A7PS112

This module discusses in more depth the foundation material in Social psychology in the first year and provides further themes and issues concerned within Social psychology, spanning the past to contemporary times. The contribution made by Social Psychology to the understanding of the individual, the social context, and the relationship between the two is examined throughout the lecture series. Central theories of Social Psychology will be described and debated and will provide the opportunity to assess empirical research. In addition, the applied nature of Social psychology will continue to be emphasised to debate, understand and ameliorate issues within the real world setting. The module is delivered in lectures providing interactive learning opportunities.

POLS 370

Exploring Political Issues in Ireland A7SS120

The Exploring Political Issues in Ireland module is an intermediate level module designed to introduce the learner to politics and to the political society in Ireland. The module begins with an introduction to politics and its key concepts. Following that, a brief historical review of Irish politics is carried out, including The Celtic Tiger and its aftermath until today. The focus is on identifying the winners and losers in the Irish model of development. Because the role of civil society has been very important in Irish politics, a historical account of the Irish civil society is introduced as well as an investigation into civil society activism in modern Irish politics.

SOCI 370

Computing for Quantitative Research A7SS130

In this module, learners will examine the role of technology in social research, specifically in terms of data analysis as well as develop their knowledge of the ways in which software is used to analyse specifically quantitative data. Learners will also develop their proficiency in utilising the SPSS software to analyse quantitative data as well as develop their ability to prepare reports that appropriately present social research analysis. Moreover, they will learn to analyse research data in the field of social science through classroom activities and the production of a written academic task.

SOCI 370

Quantitative Research and Data Analysis A7SS110

In this module, learners will examine the role of technology in social research, specifically in terms of data analysis as well as develop their knowledge of the ways in which software is used to analyse specifically quantitative data. Learners will also develop their proficiency in utilising the SPSS software to analyse quantitative data as well as develop their ability to prepare reports that appropriately present social research analysis. Moreover, they will learn to analyse research data in the field of social science through classroom activities and the production of a written academic task.

PSYC 370

Fundamentals of Biopsychology A7PS102

Biopsychology is an area of Psychology that takes a ^{DB6}biological approach to understanding behaviour. Bio psychologists study the biological events that underlie all of an individual's thoughts, feelings, and actions. Research in this area focuses on the relationship between brain and behaviour but often extends to physiological processes elsewhere in the body (e.g. peripheral nervous system). This course will discuss the methods of investigation used in biopsychology, how drugs affect behaviour, and explore what is currently known about the neural basis of various psychological and neurological disorders. Before investigating these topics, this course will provide the necessary foundation: a background on the basic nervous system and functioning at gross and cellular levels.

COMM 370
Media and Identity A7FM112

This module reflects the importance of cultural identities as a concept in both the form and content of new and traditional media. The study of identity intersects with theories of representation, audience and ideology. The module explores what is meant by 'identity' (our own and the concept in general) by considering the various social factors which make up individual identity and the ways these are represented in popular media. These factors include normative notions of gender, race and ethnicity, sexual preference and affiliation, social class, and nation/region. We will also explore how such reductive categories can be expanded on and transcended. These circulating representations are analysed through the study of selected popular television and film texts each week.

COMM 370
Interpersonal Communication: Group Facilitation & Counselling A7ST122

On completion of the Interpersonal Communications: Group Facilitation and Counselling module, learners will gain an understanding of group facilitation of counselling and explore the core concepts and ideas associated with it. Current theory in these areas will be elaborated upon and their relevance to current practice made explicit. Learners will come to appreciate the professional and ethical issues inherent in the practice of counselling and group facilitation as well as analysing the core principles and values underpinning successful counselling and facilitation work with individuals and groups through classroom activities and the production of written academic tasks.

ENGL 370 (HM)
Contemporary Fiction & Poetry A8GA114

Learners study the formal and stylistic evolution of poetry and fiction in the late twentieth century and ask how that evolution relates to changing literary, cultural and socio-political conditions. Learners analyse the individual texts alongside parallel developments in social, cultural and literary theory.

SOCI 370
Social Policy – Poverty and Social Inclusion A8SS132

In this module a familiarity with approaches used to measure poverty, deprivation and social exclusion will be demonstrated and alternative explanations explored. Learners develop an insight into the social and special distribution of poverty, deprivation and social exclusion both globally and in Ireland. Learners will seek to comprehend the impact of poverty and deprivation on economic status, economic inequality and lifestyle. The module establishes an awareness of the multi-faceted relationships between social exclusion and such themes as education, employment, crime, housing and health. Learners discuss routes out of poverty and understand contemporary measures to combat poverty globally, within the EU and in Ireland and evaluate the implementation of these policies.

DBS

PSYC 370

Metal Health and Distress A8PS103

This module introduces learners to a contemporary understanding of mental health and illness with emphasis on a bio-psycho-social perspective. Learners' critical thinking will be exercised through examination of current controversies in mental health and well-being in the context of how our understanding of these topics has evolved to date. Learners will be supported to explore the relationship between the causes and definitions of abnormal behaviour and notions of blame, responsibility, and disease. Current diagnostic criteria for mental disorders and the distinction between normal and abnormal behaviour will be evaluated too.

ESSS 370

Human Performance A8PS108

This module reviews and discusses the variables that motivate and promote high-level human performance in competitive sporting and occupational settings with particular attention on professions that demand excellence in psychomotor performance (i.e., performing arts, surgery, paramedics and emergency services, military and law enforcement). The module will require learners to debate concepts of genius and greatness in terms of the talent-training debate, resulting from nature and/or nurture, the cognitive skills and slips that underlie particular performances will be a strong focus.

PSYC 370

Psychoanalysis and Language A8PP176

This module will demonstrate how to approach the reading of Lacanian texts. It will pay close attention to some of Lacan's text which focus on speech and language and it will examine, through a study of Freudian cases, the relationship the psychotic has to language.

PSYC 370

Neuropsychopharmacology A8PS100

This module is designed to introduce and develop an understanding of neurobiology as it relates to the behaviour associated with psychopathology and neurodevelopmental disorders and their pharmacological treatment.