

## FALL 2022 STREAMS



Stream	Stream Description	Elective 1	Elective 2	Intern Days
<b>Film</b>	<b>Film &amp; Culture</b>	<b>A8FM104</b> Film in the Digital Age	<b>A8FM109</b> Transmedia Practice	Mon (PM), Tuesday, Thurs & Friday (AM)
	<b>Cinema &amp; Film Theory</b>	<b>A8FM106</b> Film Theory and Criticism	<b>A7FM107</b> Exploring Popular Culture	Tues, Weds, Thurs (AM)
<b>Creative Media</b>	<b>Media Studies</b>	<b>A6FM123</b> Media & Identity	<b>A6FM122</b> The Moving Image	Mon, Tues & Friday
<b>Humanities</b>	<b>Drama &amp; History</b>	<b>A6GA103</b> Drama and Theatre: Page and Stage	<b>A6GA101</b> Literature in the Modern World	Tuesday (PM), Wednesday, Friday
	<b>Politics &amp; Society</b>	<b>A7SS114</b> Politics in the Modern World	<b>A7SS100</b> Economic Sociology	Monday, Thursday, Wednesday
<b>Psychology</b>	<b>Psychoanalysis &amp; Social Psychology</b>	<b>A6PS104</b> Foundations in Social Psychology	<b>A6PP016</b> Introduction to Psychoanalysis and the Unconscious	Tuesday (PM), Friday, Wednesday
	<b>Foundations in Psychology</b>	<b>A6PS100</b> Psychological Foundations	<b>A6PS110</b> Foundations of Biopsychology	Mon (PM), Weds, Thurs (PM), Friday
	<b>Advanced Psychology</b>	<b>A7PS107</b> Development Across the Lifespan: Adolescence to Adulthood	<b>A7PS108</b> Personality and Psychoanalytical Subjectivity	Monday, Friday (AM), Thursday
	<b>Psychology Majors</b>	<b>A8PS104</b> Behaviour Science	<b>A8PS056 / A8PS110</b> Health Psychology	Monday (PM), Wednesday, Friday
<b>Social Sciences</b>	<b>Inequality &amp; Research</b>	<b>A7SS109</b> Contemporary Inequalities	<b>A7SS111</b> Advanced Social Research	Monday, Wednesday (AM), Tuesday (AM), Friday (AM), Thursday (PM)
	<b>Sociological Foundations</b>	<b>A6SC012</b> The Sociological Imagination	<b>A6SC003</b> Social Policy and Law for Social Care 1	Monday (PM), Tues, Thurs, Fri (PM)
<b>Management</b>	<b>HR</b>	<b>B8MN105</b> Human Resource Management	<b>B8MN109</b> Human Resource Development	Monday, Friday, Wednesday
	<b>Management</b>	<b>B8BU106</b> Contemporary Performance Management	<b>B8MN100</b> Strategic Management	Tuesday, Wednesday (AM), Friday
	<b>Organisations</b>	<b>B7MN100</b> Management	<b>B7BU108</b> Organisational Behaviour for Managers	Mon (PM), Weds, Friday

<b>Global Business</b>	<b>International Management</b>	<b>B8MN102</b> Global Business	<b>Code TBC:</b> International Management Practice	Tuesday, Thursday, Weds (PM), Fri (PM)
<b>Accounting</b>	<b>Advanced Accounting</b>	<b>B8AF102</b> Financial Reporting	<b>B8AF108</b> Audit and Assurance	Tues (AM), Wednesday, Friday
	<b>Tax &amp; Reporting</b>	<b>B8AF104</b> Taxation Systems	<b>B8AF102</b> Financial Reporting	Tuesday, Wednesday, Friday
<b>Marketing</b>	<b>Sales &amp; Marketing</b>	<b>B7MK121</b> Marketing Communications	<b>B7MK100</b> Selling and Sales Management	Tuesday, Thursday (AM), Friday
	<b>Digital Marketing Research</b>	<b>B7MK119</b> Digital Marketing Concepts	<b>B7MK118</b> Marketing Research	Monday (PM), Thurs, Friday
	<b>International Marketing</b>	<b>B8MK106</b> International Marketing	<b>B8MN101</b> Strategic Marketing	Monday, Tuesday, Thursday
<b>European Studies</b>	<b>Europe in Operation</b>	<b>CODE TBC:</b> European Legal Systems	<b>CODE TBC:</b> Political Economy of the EU	2.5 Days per week TBC
<b>Economics &amp; Finance</b>	<b>The Economics of Money</b>	<b>CODE TBC:</b> Advanced Economic Perspectives	<b>CODE TBC:</b> Global Finance	2.5 Days per week TBC

<b>Film</b>	<b>Film &amp; Culture</b>	<b>A8FM104</b> Film in the Digital Age	<b>A8FM109</b> Transmedia Practice	Mon (PM), Tuesday, Thurs & Friday (AM)
	<b>Cinema &amp; Film Theory</b>	<b>A8FM106</b> Film Theory and Criticism	<b>A7FM107</b> Exploring Popular Culture	Tues, Weds, Thurs (AM)

#### **COMM 370 Transmedia Practice A8FM109**

This module will examine in detail the interface between creativity and recent advances in digital technology. Learners will analyse how digital has changed/is changing the way we make media. Learners will also look into the long history of Transmedia storytelling and how those narrative techniques operate across the contemporary media landscape.

#### **COLG 370 Exploring Popular Culture A7FM107**

This module introduces a number of key terms and concepts which provide crucial lynchpins to the way we understand and experience popular culture. The module prompts learners to take a questioning look at the familiar yet strangely intriguing terrain of popular cultural texts.

#### **COLG 270 - Film in the Digital Age – FA/AE**

This module provides learners with an opportunity to consider the various ways in which the development of the medium has coincided with and been informed by concurrent, parallel and other developments in digital technology.

**Aims:**

1. This module will consider the increasing significance of digital technology in relation to contemporary film production both in national and international terms.
2. Learners will develop film reviewing skills through a series of classroom exercises and seminar discussions designed to allow learners to respond appropriately to mainstream and independent films across a variety of digital film reviewing formats.
3. Learners will examine the impact of digital filmmaking tools on the development of the medium through an examination of aspects of film production, post-production, distribution, exhibition and reception in the digital age.
4. Learners will consider the ways in which digital developments have led to the creation of new and hybrid genres and how such developments can inform our understanding of the aesthetic achievements and developments in narrative form to be found in contemporary film practice.

#### **COMM 370 (HM/HE) - Film Theory and Criticism A8FM106**

This module invites learners to critique the key modalities which underscore recent theorizing about film culture. Issues of representation and spectatorship will be considered through a critical appraisal of current debates around gender and ethnicity in film. The module will also address and critique recent trends in film study, such as the more prominent position of historiographical approaches to the field, while also inviting learners to reflect on the future of film theory.

<b>Creative Media</b>	<b>Media Studies</b>	<b>A6FM123 Media &amp; Identity</b>	<b>A6FM122 The Moving Image</b>	Mon, Tues & Friday
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#### **COMM 270 The Moving Image A6FM122**

This module will introduce the learner to key debates in the history and development of the moving image. Learners will examine major milestones in this history and consider some of the ways in which the evolution of the moving image has been one of the most significant events in the modern age.

#### **COMM 270 Media & Identity A6FM123**

This module has as its central theme an exploration of how the concept of 'identity' is connected to digital technologies and networked culture. It addresses the implications for society of how such media are implicated in the fashioning of the self and of communities at the local, national and global level. It will explain how traditional concepts in media and cultural studies can be applied in the new digital context along with challenges and redefinitions. It considers the degree to which digital media empowers individuals and groups to exercise control over their lives and create societal change. The module will examine key media theories and the impact of both traditional and social media on the social and political world in areas such as representation, digital citizenship, participatory culture and self-presentation.

<b>Humanities</b>	<b>Drama &amp; History</b>	<b>A6GA103</b> Drama and Theatre: Page and Stage	<b>A6GA101</b> Literature in the Modern World	Tuesday (PM), Wednesday, Friday
	<b>Politics &amp; Society</b>	<b>A7SS114</b> Politics in the Modern World	<b>A7SS100</b> Economic Sociology	Monday, Thursday, Wednesday

### **ENGL 370 Literature in the Modern World A6GA101 – HE/HM**

This module offers a broad ranging introduction to the appreciation and study of modern literature. Learners are introduced to the formal analysis and contextual study of literature through a close examination of a small number of poetic and fictional texts and encouraged to experiment with creative responses in writing workshops. Throughout the module the focus will be on the development of close reading skills and good reading habits, building an understanding of the importance of form and historical context to literary expression and interpretation, and enabling learners to find a clear personal, academic and creative writing voice.

### **THEA 370 Drama and Theatre: Page and Stage A6GA103 – FA/AE**

This module offers an introduction to and exploration of the art of drama and theatre in its varied dimensions: as a literary construct within generic and historical conventions, as a live entertainment experience, as a script to be performed and reflected on, and as an event within a particular historical and political context. Learners will read and critically discuss plays from a variety of perspectives, exploring genre and looking at how plays engage their worlds politically and philosophically; they will experience and review a play in production at a Dublin theatre, looking at how plays work as theatre and how a particular production might engage the world at that moment; they will take part in an introductory level rehearsed reading.

### **POLS 370 Politics in the Modern World A7SS114 - SW**

This is an intermediate level module that equips students to explore how political ideas, institutions and processes help to govern our world. By studying the module, the student will: acquire knowledge and understanding of key political debates, and apply these to their understanding of the contemporary social world; gain the ability to explain and evaluate issues of ethical, social and political policy and public concern, and assess their impact on real-world institutions and events. They will also develop their practical and transferable skills as a critical, independent learner. The module is organised into three short blocks of study: Block 1 introduces the module by addressing the following questions: ‘What is politics?’, ‘Who does politics?’, ‘Where is politics done?’ Block 2 explores political concepts and shows how ideas shape how we think about, talk about and practise politics. Block 3 helps the student to investigate global politics by looking at the interrelationship of the ‘national’ to the ‘international’, and the ‘local’ to the ‘global’. In doing so, the student will discover some connections across blocks, look back at previous blocks through a fresh ‘lens’, and consolidate their understanding of the module as a whole.

### **ECON 370 Economic Sociology A7SS100**

**Course will not work for Tier 3 ECON majors**

The Economic Sociology module is an intermediate level module that, in general, examines economic phenomena and their importance in the society from a sociological viewpoint. The module examines basic concepts, ideas and theories which form the matter of economic sociology, and applies them to a variety of real-world examples. The module is designed to help the learner see how the economy and society are connected to each other. A historical perspective is introduced to highlight the characteristics of different policies and economic systems. This will be very helpful for understanding the economic environment. The module also includes a section in development economics, which is relatively new and broad branch of economics and political science. It focuses on the economic, social, political, and institutional mechanisms in developing nations with the aim of improving people's level of living. In summary, this module helps the learner understand and explain economic phenomena, which is crucial for understanding the world in which we all live.

<b>Psychology</b>	<b>Psychoanalysis &amp; Social Psychology</b>	<b>A6PS104</b> Foundations in Social Psychology	<b>A6PP016</b> Introduction to Psychoanalysis and the Unconscious	Tuesday (PM), Friday, Wednesday
	<b>Foundations in Psychology</b>	<b>A6PS100</b> Psychological Foundations	<b>A6PS110</b> Foundations of Biopsychology	Mon (PM), Weds, Thurs (PM), Friday
	<b>Advanced Psychology</b>	<b>A7PS107</b> Development Across the Lifespan: Adolescence to Adulthood	<b>A7PS108</b> Personality and Psychoanalytical Subjectivity	Monday, Friday (AM), Thursday
	<b>Psychology Majors</b>	<b>A8PS104</b> Behaviour Science	<b>A8PS056 / A8PS110</b> Health Psychology	Monday (PM), Wednesday, Friday

### **PSYC 270 Foundations in Social Psychology A6PS104**

This module introduces the main themes and issues concerned within social psychology. The contribution made by social psychology to understanding of the individual, the social context, and their relationship with each is explored through this series of lectures. Exploration of these concepts is underpinned with application to real world concerns and interactive learning.

### **PSYC 270 Introduction to Psychoanalysis and the unconscious A6PP016**

This module gives a general overview of the basic theoretical concepts of psychoanalysis. It will also examine the fundamental technical principles of psychoanalysis. The core texts of Sigmund Freud are broadly referenced and there is a very general introduction to how Jacques Lacan elaborated Freud's outline of the unconscious processes in terms of linguistics.

### **PSYC 270 Psychological Foundations A6PS100**

This module introduces the learner to psychology and related fields of study. It distinguishes the scientific discipline of psychology from popular psychology and highlights the importance of research, statistics and ethics. The module presents an historical overview focusing on famous figures and landmark studies and highlights for the learner recurring issues in psychology which will resurface throughout their degree. Learners will be encouraged to reflect on their own thoughts and biases to develop greater critical thinking.

### **PSYC 270 Foundations of Biopsychology A6PS110**

Biopsychology is an area of Psychology that takes a 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.

### **PSYC 370 Development across the Lifespan: Adolescence to Adulthood A7PS110<sub>1</sub>**

This module will introduce research and theories on human development from adolescence to late adulthood. It aims to provide learners with a critical overview of some of the important topics that have been, and are currently being debated in developmental psychology. This module will build upon the introductory developmental module and ask learners to integrate their knowledge of different psychological domains when examining the key debates.

### **PSYC 370 Personality and Psychoanalytic Subjectivity A7PS108<sub>1</sub>**

This module provides an overview of the different theoretical perspectives used in Psychology to understand individual differences in personality, intelligence and subjectivity. It focuses in some detail on the structure and dynamics of the two psychoanalytic topographies of the mind as well as enabling learners to appreciate the difference between the reality principle and the pleasure principle. Learners are encouraged to evaluate the differences between psychoanalytic and psychological conceptions of personality and subjectivity. Learners also develop an understanding of how the theoretical and empirical findings can be applied to the work environment.

### **PSYC 370 Behaviour Science A8PS104<sub>1</sub>**

Learners will be equipped with the knowledge, skills and abilities to acquire, understand and appraise the principles of behaviour science and the applications of such principles to a wide range of environmental contexts. The module will

include an overview and discussion of behavioural principles, how these principles integrate with environmental control, and how these principles underpin development of adaptive and maladaptive behaviour.

### PSYC 370 Health Psychology A8PS110<sub>1</sub>

This module provides an introduction to, and critical evaluation of, the main approaches within the health psychology field, including the bio-psycho-social model. In addition, this module investigates the mind and body relationship through critical examination of relevant health research. The traditional domain of health psychology will be explored in a way that encourages learners to apply their learning to date to specific health-related outcomes. Learners' critical thinking will be exercised through examination of current controversies in the physical health realm in the context of the biopsychosocial approach.

<b>Social Sciences</b>	<b>Inequality &amp; Research</b>	<b>A7SS109</b> Contemporary Inequalities	<b>A7SS111</b> Advanced Social Research	Monday, Wednesday (AM), Tuesday (AM), Friday (AM), Thursday PM)
	<b>Sociological Foundations</b>	<b>A6SC012</b> The Sociological Imagination	<b>A6SC003</b> Social Policy and Law for Social Care 1	Monday (PM), Tues, Thurs, Fri (PM)

### SOCI 370 Advanced Social Research A7SS111

This module introduces the learner to SPSS which is used to analyse quantitative data and develop their knowledge to the ways in which the software SPSS is used to analyse quantitative data. They will learn about various graphical techniques as well as how to compute descriptive statistics. This module will also familiarise learners with the principles and practices of qualitative data analysis. In particular, it will examine the role and potential of technology in the qualitative research process. Through a series of classroom activities, learners will develop their proficiency in utilising NVivo software to analyse qualitative data, as well as develop their ability to prepare research findings that appropriately present social analysis. Moreover, they will learn ways in which to disseminate research findings and prepare quantitative and qualitative research reports through the production of a written academic task.,

### SOCI 370 Contemporary Inequalities A7SS109

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 270 The Sociological Imagination A6SC012**

Sociological Imagination is a foundation level sociology module which is designed to be the first stepping- stone in the students’ journey towards appreciation of sociological knowledge in the explanation of real- life phenomena. The module is focused on developing learners’ sociological imagination and honing their skills of applying the perspective to their lived experience.

### **SOCI 270 Social Policy and Law for Social Care 1 A6SC003**

The module introduces learners to the institutional structures, principles and organisation of governance and citizenship in Irish Society and is an essential component to the social science and professional social care degrees. It provides the learner with a basic and indispensable grounding to the institutions, principles and working of law and policy in Ireland. It outlines the features of the Irish welfare state within the context of European societies and international law. Additionally, it introduces the principles underpinning the legal and policy framework of human rights, equality and social justice in Ireland. It also provides a grounding in major areas of Irish welfare state policy including education, social protection, poverty and inequality and criminal justice.

<b>Management</b>	<b>HR</b>	<b>B8MN105</b> Human Resource Management	<b>B8MN109</b> Human Resource Development	Monday, Friday, Wednesday
	<b>Management</b>	<b>B8BU106</b> Contemporary Performance Management	<b>B8MN100</b> Strategic Management	Tuesday, Wednesday (AM), Friday
	<b>Organisations</b>	<b>B7MN100</b> Management	<b>B7BU108</b> Organisational Behaviour for Managers	Mon (PM), Weds, Friday

### **GBUS 370 Human Resource Management B8MN104**

#### **APPROVED AS Foundational Course IN GBUS MAJOR- NO SIGNATURE REQUIRED; Substitute for GBUS 311**

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 HR Development B8MN109**

**NOT APPROVED FOR GBUS MAJORS**

The module gives learners an opportunity to focus on the HRD (Human Resources Development) aspect of Human Resources Management and the theory of adult learning processes. They will apply these through analysing needs and designing and implementing learning interventions in support of Organisational strategy. The module also gives learners an indication of the real world of HRD by introducing them to the politics and dynamics of the modern HRD function.

#### **GBUS 370 Contemporary Performance Management B8BU106**

**APPROVED AS Foundational Course IN GBUS MAJOR- NO SIGNATURE REQUIRED; Substitute for GBUS 311**

This module helps learners to develop and implement innovative performance management strategies to improve talent management, employee engagement and business results. It presents a holistic approach to performance management. Most organisations have performance management processes in one form or another, but these are often based on formal annual reviews, forced rankings and directly linked to pay decisions. These traditional approaches are often at the

expense of ongoing, continuous feedback and focus on looking back at what has or has not been achieved rather than looking forward. Direct links to pay decisions avert attention from people development, and managers often get lost in the bureaucracy of complex forms rather than fully engaging with their people. This module details how to build a culture of ongoing feedback and coaching and provides case studies of how this approach to building performance has been effective in organisations including Deloitte, Gap, Expedia and Google. Filled with practical advice, including how to deal with underperformers, it enables organisations to remove overly bureaucratic and ineffective systems based on top-down judgments and ratings, and demonstrates how to get line managers' support for the process focusing on actionable feedback and growth.

#### **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 Management B7MN100**

**NOT APPROVED FOR GBUS MAJORS**

This module introduces the learner to the nature of management and advocates for the importance of good managerial

practice in contemporary organisations. The module is designed to explain the basic managerial functions. It identifies how the environment affects organisations and how organisations in turn create change within and adapt to their local and global environments. Learners need to know, as they enter a new decade and century, how management has evolved and continues to be influenced by external institutional and cultural factors. These changes bring with them emerging trends and special challenges for the manager in domestic and international environments. An increased emphasis is placed on entrepreneurship, innovation and change management and operations and supply chain management.

**GBUS 370 Organisational Behaviour for Managers B7BU108**

**APPROVED AS Foundational Course IN GBUS MAJOR- NO SIGNATURE REQUIRED; Substitute for GBUS 330 (but would not carry CDS, which is offered in GBUS 330 on our campus.**

This module will introduce learners to the principles, concepts and techniques required to understand the core components of business finance and internal/external financial analysis. Students will develop a knowledge and understanding of finance in the key areas of financial reporting, budgeting, variance analysis, performance evaluation and the role of various stakeholders.

<b>Global Business</b>	<b>International Management</b>	<b>B8MN102</b> Global Business	<b>Code TBC:</b> International Management Practice	Tuesday, Thursday, Weds (PM), Fri (PM)
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**GBUS 370 Global Business - B8MN102**

**NOT APPROVED FOR GBUS MAJORS**

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.

**COLG 270 International Management Practice B6MG113**

**NOT APPROVED FOR GBUS MAJORS**

This module will provide students with a thorough appreciation of managing organisations internationally, along with an understanding of the different trajectories of current International Management thinking.

- What is international management and what complexities arise when operating at the international level?
- How do we understand differences between countries when managing internationally, and what are the implications

of these differences for international managers?

- What is the most appropriate way for firms to internationalise, and to manage and structure their activities?
- How can we develop the managerial talents and capabilities to ensure that managers can be a success internationally?

<b>Accounting</b>	<b>Advanced Accounting</b>	<b>B8AF102</b> Financial Reporting	<b>B8AF108</b> Audit and Assurance	Tues (AM), Wednesday, Friday
	<b>Tax &amp; Reporting</b>	<b>B8AF104</b> Taxation Systems	<b>B8AF102</b> Financial Reporting	Tuesday, Wednesday, Friday

### ACFN 370 Financial Reporting B8AF102

**ACFN MAJORS = would be accepted as an elective course in accounting (not finance)**

This module consolidates and progresses the understanding acquired in previous financial accounting modules. It encompasses application of the international accounting standards, accounting for business combinations and current financial reporting developments. As the capstone it facilitates the incorporation of cross modular learning.

### ACFN 370 Taxation Systems B8AF104

**ACFN MAJORS = would be accepted as an elective course in accounting (not finance). The international tax rules are often substantially different than US rules, so we would not substitute for ACFN 341**

This module equips learners with the knowledge and the skills necessary to calculate the taxation of individuals and companies. On completion of this module, they will be able to identify and explain the obligations of taxpayers and the implications of non-compliance.

### ACFN 370 Audit and Assurance B8AF108

**ACFN MAJORS = Not approved for ACFN Majors**

This module provides the tools and techniques used to conduct an audit investigation whether on a statutory or other assurance basis. Learners will become familiar with the regulatory and ethical environment within which the audit must be conducted. The identification of and the appropriate response to key audit risks will also be applied to practical scenarios.

<b>Marketing</b>	<b>Sales &amp; Marketing</b>	<b>B7MK121</b> Marketing Communications	<b>B7MK100</b> Selling and Sales Management	Tuesday, Thursday (AM), Friday
	<b>Digital Marketing Research</b>	<b>B7MK119</b> Digital Marketing Concepts	<b>B7MK118</b> Marketing Research	Monday (PM), Thurs, Friday
	<b>International Marketing</b>	<b>B8MK106</b> International Marketing	<b>B8MN101</b> Strategic Marketing	Monday, Tuesday, Thursday

### **COLG 370 Selling & Sales Management B7MK100**

#### **NOT APPROVED FOR GBUS MAJORS**

This module aims to develop in learners an understanding of the selling function and its strategic relationship with marketing in a market-driven organisation. It will provide learners with an understanding of the multi-faceted role of the sales manager and will equip learners with the knowledge, skills and competences in preparing and delivering effective sales presentations in varying sales situations.

### **COMM 370 Marketing Communications (Level 7) B7MK121**

#### **NOT APPROVED FOR GBUS MAJORS**

This module will enable learners to examine advertising and promotions through the lens of integrated marketing communications. By blending and integrating advertising, promotions, and marketing communications together, learners will be equipped with the information they need to understand the process and benefits of successful IMC campaigns. Lectures will be the primary method of delivery, and will also include guest lectures from industry experts.

### **COLG 370 Digital Marketing Concepts B7MK119**

#### **APPROVED AS Foundational Course IN GBUS MAJOR- NO SIGNATURE REQUIRED; Substitute for GBUS 324**

The evolution of the Internet in our economy has transformed the marketing landscape. Learners in this module will explore from a consumer's perspective the fundamentals of marketing electronically. While the evolution of the Internet has created a renaissance of Marketing, new e-Marketing concepts have flourished for marketers to seize present and future opportunities using digital technologies. As part of this course learners will focus on a project where they will be encouraged to compare and contrast two companies' websites in an industry of their choice

### **GBUS 370 Marketing Research B8MK102**

#### **NOT APPROVED FOR GBUS MAJORS**

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.

### **GBUS 370 Strategic Marketing - B8MN101**

#### **APPROVED AS ELECTIVE IN GBUS MAJOR- NO SIGNATURE REQUIRED**

This module is a capstone module for marketing learners. During this module, emphasis is placed on the practice of problem solving and decision making using the case study method. This module provides learners with the opportunity to reflect on real marketing case studies and analyse these. A series of case

studies will be selected at the beginning of this course as these relate to current issues in Marketing. Learners will be exposed to variety of industries and will have the opportunity to apply the body of knowledge they have acquired in previous marketing modules. Case studies will be presented in class and learners will be required to come prepared to participate actively in the debates. In order to make informed decisions learners need to be prepared and familiar with the case study. The final assessment will be the writing of case study and the presentation of this project in a conference format.

### **GBUS 370 ---International Marketing B8MK106**

**APPROVED AS Foundational Course IN GBUS MAJOR- NO SIGNATURE REQUIRED; Substitute for GBUS 321; CAN'T BE USED FOR GBUS MAJOR ELECTIVE)**

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.

<b>European Studies</b>	<b>Europe in Operation</b>	CODE TBC: European Legal Systems	CODE TBC: Political Economy of the EU	2.5 Days per week TBC
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### **POLS 370 European Legal Systems**

The EU is an important actor on the international stage and represents a significant market. EU law influences a broad spectrum of current law and regulation, across both the public and private spheres in all Member States. This module provides learners with the opportunity to understand how laws affecting business operations within the EU are developed, how they operate within the national legal systems and how they are enforced by the courts.

### **POLS 370 Political Economy of the EU**

**ECON Majors or Minors: Course is not approved for a Tier 3 Elective**

This module will aim to examine the key issues in the political economy of the EU - from past to present state, focusing on a variety of analytical approaches. The module will concentrate on the foundational philosophy of the political economy of the EU, as well as the formations of the Economic and Monetary Union (EMU) - including past and current challenges. The module will also pay attention to the negotiation of Economic Partnership Agreements with outside countries, as well as the introduction of the Fiscal Treaty. Finally, the module will shed light on the current challenges of EU economic governance.

<b>Economics &amp; Finance</b>	<b>The Economics of Money</b>	CODE TBC: Advanced Economic Perspectives	CODE TBC: Global Finance	2.5 Days per week TBC
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### **GBUS 370 Global Finance**

**ACFN MAJORS = will substitute for ACFN 320, International Finance and is acceptable as an elective course in either finance or accounting concentrations.**

This module examines the system of markets and institutions for exchange of capital, money, and goods, in the global marketplace from a practitioner's point of view. It examines these from the perspective of a corporate investment in a cross border and cross currency business. Learners will learn how to place a value on an international investment and how that value depends on conditions in the national economies that affect the investment. Learners will gain a solid understanding of the basic relationships between prices and rates in the global markets. The module applies our understanding about these relationships to the role of global finance and investment in global business enterprises. These concepts will be applied through discussion of case studies provided and by building spreadsheets to be used for analysis and concept application. In summary, the module is intended to give learners interested in global financial issues a working knowledge of how global financial economic system analytics can be used to understand or forecast the effects of system changes on the value of private sector institutions. It is designed for learners interested in learning how to assess corporate investment decisions in the context of a global economy.

### **ECON 370 - CODE TBC: Advanced Economic Perspectives**

**ECON Majors or Minors: Course is not approved for a Tier 3 Elective**

The module provides the framework in which to view the present economic climate/economic political stances by tracing the evolution of capitalism enabling any macro developments to be viewed from an overall perspective. This module contributes to the overall programme objectives by delivering the fundamental concepts required for the learner to progress to the next level.