

Dublin Business School (DBS) and  
DBS School of Arts

# Course Catalogue

2016/2017



## School of Arts Fall Semester Options

Level One					
Introduction to Drama and Theatre	<b>A6GA106</b>	Social Science and Psychology	<b>A6HC104</b>	Introduction to Social Care Practice	<b>A6ST108</b>
European and World Cinemas	<b>A6FM106</b>	Media and Journalism	<b>A6HC106</b>	IT and Social Studies Project	<b>A6ST110</b>
Psychological Foundations	<b>A6PS100</b>	Certificate Learning Lab	<b>A6HC108</b>	Youth and Children Studies	<b>A6ST112</b>
Introduction to Psychoanalysis	<b>A6PP016</b>	New Horizons: Experience and Awareness	<b>A6FM116</b>	Health Studies	<b>A6ST114</b>
Social Policy - Historical and Cultural Perspectives	<b>A6SS006</b>	Digital Film Production	<b>A6FM120</b>	Sociology of Ireland	<b>A6ST116</b>
Foundations in Social Psychology	<b>A6PS104</b>	Contemporary Film & Television	<b>A6FM124</b>	Employability and Skills for Social Studies	<b>A6ST118</b>
War and Peace in the Twentieth Century I	<b>A6GA102</b>	Exploring Popular Culture	<b>A6FM126</b>	Introduction to Broadcasting	<b>A6JL104</b>
Hollywood Cinema	<b>A6FM104</b>	Multimedia Tools	<b>A6FM128</b>	Criminology	<b>A6SS106</b>
Film Studies Today	<b>A6FM108</b>	Audio Software & Systems	<b>A6FM134</b>	Introduction to Quantitative Research Methods	<b>A6SS110</b>
Digital Photography	<b>A6FM100</b>	Foundations of Biopsychology	<b>A6PS110</b>	Data Analysis and Computing	<b>A6PS106</b>
Basic News Reporting	<b>A6JL110</b>	Foundations of Sociology	<b>A6ST100</b>	IT Skills for Journalists	<b>A6JM120</b>
Literature and Film	<b>A6HC100</b>	Social Policy - Cultural Ideology	<b>A6SS003</b>	Investigating the Media	<b>A6FM112</b>
History and Politics	<b>A6HC102</b>	Psychology for Social Studies	<b>A6SS005</b>	Radio Production	<b>A6FM118</b>
Contemporary Social Policy	<b>A6ST120</b>	Introduction to Online News	<b>A6JM122</b>	Digital Feature Writing	<b>A6JM132</b>
Journalism and the Law	<b>A6JM130</b>				

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## School of Arts Fall Semester Options

Level Two			
Economic Sociology	<b>A7SS100</b>	Issues in Contemporary Life and Culture	<b>A7GA100</b>
Documentary and Non –Fiction Film and Television	<b>A7FM108</b>	Qualitative Research & Data Analysis	<b>A7SS108</b>
New Waves in European and World Cinema	<b>A7FM102</b>	Psychological Research Methods	<b>A7PS104</b>
Film Craft	<b>A7FM106</b>	Counselling Theory and Group Facilitation Skills	<b>A7SS112</b>
Style Stardom and Performance	<b>A7FM100</b>	Shakespeare and Renaissance Drama	<b>A7GA108</b>
Scriptwriting Production and Development	<b>A7FM104</b>	Shorthand	<b>A7JL108</b>
From Enlightenment to Revolution 1700-1815*	<b>A7GA102</b>	Quantitative and Qualitative Analysis	<b>A7PS106</b>
The Making of Modern Ireland 1798-1922	<b>A7GA104</b>	Feature Writing and Freelance Journalism	<b>A7JL106</b>
Literature in Contexts I	<b>A7GA112</b>	Gender and Sexuality	<b>A7ST124</b>
Multimedia Journalism	<b>A7JL100</b>	Crime, Society and Irish Law	<b>A7ST126</b>
Social Care, Social Justice & the Caring Professions	<b>A7SS106</b>	Personality and Psychoanalytic Subjectivity	<b>A7PS108</b>
		Modelling Cognitive Systems	<b>A7PS100</b>

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## School of Arts Fall Semester Options

Level Three			
Contemporary British and Irish Drama	<b>A8GA108</b>	Exploring Social Theories	<b>A8SS108</b>
Cultures and Contexts	<b>A8FM102</b>	Behaviour Science	<b>A8PS104</b>
Film in the Digital Age	<b>A8FM104</b>	Health Psychology	<b>A8PS056</b>
Film Theory and Criticism	<b>A8FM106</b>	The Age of Extremes	<b>A8GA102</b>
Twentieth Century Irish Literature	<b>A8GA112</b>	Northern Ireland	<b>A8GA104</b>
Contemporary Cinemas	<b>A8FM108</b>	Magazine Production	<b>A8JL124</b>
Social Policy - Contemporary Implementation	<b>A8SS100</b>	Advanced News and Broadcast Methods	<b>A8JL118</b>
Organisational Psychology	<b>A8PS060</b>	Online Journalism	<b>A8JL116</b>
Sociology of Families, Intimacy and Personal Life	<b>A8SS104</b>	Sexuality I	<b>A8PP144</b>
Globalisation and Culture	<b>A8SS106</b>		

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## School of Business and Law

### Fall Semester Options

Level One			
Business Context and Organisation	<b>B6BU100</b>	Business for Accounting with Law	<b>B6AF108</b>
Economic Perspectives	<b>B6AF102</b>	Financial Accounting 1	<b>B6AF109</b>
IT Essentials	<b>B6IS100</b>	Business Environment	<b>B6BU101</b>
Maths and Statistics for Business	<b>B6AF104</b>	IT Skills for Business	<b>B6IS101</b>
Mathematics and Statistics for Finance	<b>B6AF106</b>	ICT Applications for Business	<b>B6IS103</b>
Learning to Learn	<b>B6LL100</b>	Fundamentals of Programming	<b>B6IS105</b>
Beginners Chinese & Chinese Culture	<b>B6LA009</b>	Computer Systems Technologies	<b>B6IS107</b>
Spanish	<b>B6LA008</b>	Business English Communication Skills	<b>B6LA010</b>
Marketing Communications	<b>B6MK102</b>	Communications for Success	<b>B6LL105</b>
Tourism Marketing	<b>B6MK106</b>	Marketing Research	<b>B6MK105</b>
Sales and Selling	<b>B6MK101</b>	Effective Selling for Business	<b>B6MK109</b>
Multi-National Business: Theory and Practice	<b>B6EC014</b>		
Event Planning and Operations	<b>B6MK107</b>		
Economic and Social Aspects of Irish Society	<b>B6EC010</b>		
Management	<b>B6MG100</b>		
Business Accounting	<b>B6AC046</b>		
Marketing Essentials	<b>B6MK100</b>		
Accounting	<b>B6AF100</b>		
Business Maths	<b>B6AF101</b>		
Fundamentals of Accounting	<b>B6AF103</b>		
Economics	<b>B6AF105</b>		
Cost Accounting	<b>B6AF107</b>		
Fundamentals of Marketing	<b>B6MK111</b>		
Organisational Behaviour	<b>B6MN101</b>		

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## School of Business and Law

### Fall Semester Options

Level Two			
People in Organisations	<b>B7MN102</b>	Psychology	<b>B7PY100</b>
Management	<b>B7MN100</b>	Social Psychology	<b>B7PY102</b>
Business Information Systems	<b>B7IS112</b>	Employability Skills	<b>B7LL100</b>
Advanced Economic Perspectives	<b>B7AF108</b>	Digital Marketing Concepts	<b>B7MK110</b>
Business Finance	<b>B7AF112</b>	E-Business	<b>B7IS104</b>
Principles of Business Law	<b>B7LW104</b>	Cloud Design and Development	<b>B7IS110</b>
Selling and Sales Management	<b>B7MK100</b>	Information Systems and Databases	<b>B7IS100</b>
Event Planning	<b>B7MK104</b>	Database Design & Cloud Technologies	<b>B7IS103</b>
Financial Accounting	<b>B7AF102</b>	Programming in Business	<b>B7IT054</b>
Cost Management	<b>B7AF104</b>	Financial Services Environment	<b>B7AF106</b>
Financial Management	<b>B7AF100</b>		
Business and Company Law	<b>B7LW100</b>		
Marketing Communications	<b>B7MK102</b>		
Special Events Environment	<b>B7MK106</b>		
Web and Media Design	<b>B7IS102</b>		
Employee Relations and the Law	<b>B7LW102</b>		
Project Feasibility	<b>B7BU102</b>		
Project Planning and Control	<b>B7BU100</b>		
Cloud Computing for Business	<b>B7IS108</b>		
Digital Planning and Management	<b>B7MK108</b>		
Principles of Programming	<b>B7IS106</b>		

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## School of Business and Law

### Fall Semester Options

Level Three			
Strategic Management	<b>B8MN100</b>	Employability in Action	<b>B8LL100</b>
Global Business	<b>B8MN102</b>	Project Planning Techniques	<b>B8BU100</b>
Human Resource Management	<b>B8MN104</b>	Project Management and Evaluation	<b>B8BU102</b>
Individual Differences	<b>B8PY102</b>	Data Management and Analytics	<b>B8IS100</b>
Psychology of Work	<b>B8PY100</b>	Mobile Software Development	<b>B8IS106</b>
Performance Management (Accounting)	<b>B8AF100</b>	Implementing Digital Media	<b>B8IS112</b>
Services Marketing	<b>B8MK104</b>	Lifelong Learning	<b>B8LL102</b>
Audit and Assurance	<b>B8AF108</b>	Marketing Research	<b>B8MK102</b>
Financial Reporting	<b>B8AF102</b>	Application of Cloud Technologies	<b>B8IS108</b>
Taxation Systems	<b>B8AF104</b>	Cloud Networking and Security	<b>B8IS110</b>
Advanced Financial Management	<b>B8AF106</b>		
Investor Relations and Wealth Management	<b>B8AF114</b>		
Treasury and Risk Management	<b>B8AF110</b>		
Financial Structured Products (Theory and Practice)	<b>B8AF112</b>		
International Marketing	<b>B8MK106</b>		
Consumer Analysis	<b>B8MK100</b>		
Event Operations	<b>B8MK110</b>		
Event Marketing	<b>B8MK108</b>		
Data and Network Communications	<b>B8IS104</b>		
Web Application Development	<b>B8IS102</b>		

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## School of Arts

### Spring Semester Options

Level One	
Introduction to Literature (Poetry and Fiction)	A6GA108
Information Technology for Journalism	A6JL102
The Moving Image	A6FM110
Communication for Success	A6LL102
Developmental Psychology	A6PS108
Fundamentals of Cognitive Psychology	A6PS112
War and Peace in the Twentieth Century II	A6GA104
Introduction to Qualitative Research Methods	A6SS116

Level Two	
Social Psychology	A7PS112
Exploring Political Issues in Ireland	A7SS120
The Making of Modern Ireland 1922-2000	A7GA106
Literature in Contexts II	A7GA114
Computing for Quantitative Research	A7ST130
Layout and Design	A7JL110
Innovation and Entrepreneurship	A7LL102
Quantitative Research and Data Analysis	A7SS110
Fundamentals of Biopsychology	A7PS102
Media and Identity	A7FM112
Political and Economic Issues for Social Studies	A7ST120
Interpersonal Communication: Group Facilitation & Counselling	A7ST122

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## School of Arts

### Spring Semester Options

Level Three	
Contemporary Fiction and Poetry	A8GA114
Social Policy - Poverty and Social Inclusion	A8SS102
Journalism Expertise	A8JL114
Online Analytics	A8JL112
Lifelong Learning	A8LL102
Research Design in Psychology	A8PS044
Biopsychology	A8PS050
Abnormal Psychology	A8PS052
Behaviour Analysis	A8PS132
Human Performance	A8PS108
From History Student to Historian	A8GA106
Psychoanalysis and Language	A8PP176
Quantitative and Qualitative Analysis	A8PS134
Sexuality II	A8PS114
Modelling Cognitive Systems	A8PS130

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## School of Business and Law

### Spring Semester Options

Level One			
Business Context and Organisation	<b>B6BU100</b>	Business Accounting	<b>B6AC046</b>
Marketing Essentials	<b>B6MK100</b>	Management	<b>B6MG100</b>
Economic Perspectives	<b>B6AF102</b>	Multi-National Business: Theory and Practice	<b>B6EC014</b>
IT Essentials	<b>B6IS100</b>	Event Planning and Operations	<b>B6MK107</b>
Maths & Statistics for Business	<b>B6AF104</b>	Economic and Social Aspects of Irish Society	<b>B6EC010</b>
Maths & Statistics for Finance	<b>B6AF106</b>	IT Skills for Business (Law)	<b>B6IS102</b>
Learning to Learn	<b>B6LL100</b>	Business English Communication Skills	<b>B6LA010</b>
Communication for Personal Success	<b>B6LL102</b>	Personal Development	<b>B6LL103</b>
Beginners Chinese and Chinese Culture	<b>B6LA009</b>	The World of Work	<b>B6LL107</b>
Spanish	<b>B6LA008</b>	Sales Industry Projects	<b>B6MK103</b>
Marketing Communications	<b>B6MK102</b>	Multinational Business Projects	<b>B6RS003</b>
Tourism Marketing	<b>B6MK106</b>	Tourism Industry Projects	<b>B6RS009</b>
Sales and Selling	<b>B6MK101</b>		

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## School of Business and Law

### Spring Semester Options

Level Three	
Services Marketing	B8MK104
Consumer Analysis	B8MK100
Strategic Management	B8MN100
International Marketing	B8MK106
Human Resource Management	B8MN104
Global Business	B8MN102
Data Management and Analytics	B8IS100
Marketing Research	B8MK102
Employability in Action	B8LL100
Lifelong Learning	B8LL102
Business Finance	B8AF120
Professional Skills for Personal Development	B8LL104

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# School of Business & Law

## Fall Semester Options

### Level 1

#### Business Context & Organisations 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.

#### 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.

#### 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.

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### **Maths & 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.

### **Maths & Statistics for 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.

### **Learning to Learn B6LL100**

This module is intended to provide a transition to third-level education. It builds on learners' previous formal and informal learning and learning environments to stimulate reflection, curiosity and interest in the discipline and the enjoyment of learning.

It will equip learners with the practical study skills and strategies to adapt and thrive as individuals, and in teams in a third-level environment. It will introduce learners to the library resources and IT systems and to academic writing skills required to present assignments in an articulate format. It will provide a basis for the development, practice and application of skills and competencies in other modules.

### **Beginners Chinese and Chinese Culture B6LA009**

This module is designed for beginners in Chinese language, starting with pronunciation and guiding learners in grasping essential Chinese vocabulary and the skills of simple conversations. The cultural context in which the language is used is also included. This will provide learners with a basic introduction to the Chinese language and culture in such a way as to facilitate intercultural communication in the future when they have contact with Chinese people. This will also will introduce learners to the fundamental philosophies of Confucius and Chinese folk customs/traditions and help them learn the basics of the Chinese language. Including: the Chinese Romanization phonetic system - Pinyin and the Chinese Radical (bushou) components

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### Spanish B6LA008

In this module, learners are helped to evaluate, monitor and take charge of their individual progress in acquiring and improving their Spanish language skills especially as it relates to its use in the global business environment. . A number of background topics (geography and climate, education, culture and society) form the unifying themes which integrate the four language skills of listening, speaking, reading and writing.

### Marketing Communications B6MK102

An intensive study and application of, integrated marketing communications strategy in the context of the sales and selling and the international business environment which familiarises learners with contemporary issues in developing marketing communications strategy and enable learners to apply marketing communications theory to an actual industry example. This equips learners with the skills and knowledge to exercise judgement in identifying the most appropriate combination of marketing communication tools to address specific challenges in company contexts.

### Tourism Marketing B6MK106

The subject of strategic tourism marketing provides learning, knowledge and exposure to practical applications at an intellectual level appropriate for a Level 6 course. The module bridges the gap between the theoretical processes and actual marketing practice in the Irish context. The aim of this module is to provide learners with a balance of concepts, principles and processes drawn from the study of contemporary tourism marketing. The module aims to develop competent, adaptable and independent marketing oriented junior level employees capable of providing support for marketing direction in the tourism industry: tourism centres, tour operators, travel companies and agents, tourist attractions and the general tourism and hospitality sector.

### Sales & Selling B6MK101

This module aims to develop an understanding of management thinking on best practice in sales and of contemporary trends influencing selling and sales management whilst also broadening learner understanding of the role of sales. The course develops critical skills in analysing sales issues and sales situations and develops an understanding of the steps in preparing and implementing sales plans, and of developing individual customer relationships.

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### **Multinational Business: Theory & Practice B6EC014**

This module provides an economic, political and legal underpinning to the study of International Trade with a strong focus on the operations of multi-nationals. It will provide individuals with an understanding of the organisations they may work for in administering international business across legal and national boundaries.

### **Event Planning and Operations B6MK107**

This module presents a template for planning and executing special events in a professional manner. It takes the students through every aspect of the organisation and planning of a successful event whether it is a product launch, sales meeting, corporate hospitality or gala fund-raiser.

### **Economic and Social Aspects of Irish Society B6EC010**

This module provides the context for study of business operations in Ireland; this interpretative module explores key economic, social and political milestones in which an international learner can assimilate previous learning with new learning in their chosen discipline.

### **Management B6MG100**

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.

### **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 accounting system and the preparation and interpretation of financial accounting statements.

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### **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.

### **Accounting B6AC046**

This module equips learners with the ability to prepare and understand basic financial statements for business entities, as well as developing a fundamental knowledge of the underlying principles and concepts relating to financial accounting.

### **Business Maths B6AF101**

This module introduces learners to a set of widely applicable quantitative skills for use in relevant business situations. The material provides the foundations for other areas on the programme where numeracy is required. The assessment will include a spreadsheet (e.g. Microsoft Excel) assignment which is undertaken in conjunction with the IT Skills for Business module.

### **Fundamentals of Accounting B6AF103**

This module equips learners with the ability to prepare and understand basic financial statements for sole traders as well as developing a fundamental knowledge of the underlying principles of financial accounting. Learners will also gain knowledge in calculating and processing periodic adjustments to financial statements in line with GAAP.

### **Economics B6AF105**

The module is designed to expose learners to the basic political economic divides existing in the world today and to understand why some favour the free market approach (austerity) to the government interventionist (quantitative easing) approach or vice versa. Learners will 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.

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### **Cost Accounting B6AF107**

This course introduces students to the subject of management accounting. Core areas of management accounting will be examined so that the learner will be able to prepare and analyse financial and management information, including budgets, reconciling variances and interpreting costs.

### **Fundamentals of Marketing B6MK111**

This module introduces the learner to basic marketing concepts and theories that provide a broad foundation within the marketing subject area. Lectures will be the primary method of delivery. These are supported by tutorials, seminars and visiting speakers to facilitate further discussion of material and to encourage self-directed learning. Marketing practitioners will be invited to offer briefs to develop the learners' understanding of current practices in marketing led organisations.

### **Organisational Behaviour B6MN101**

This module gives learners an opportunity to focus on people management by understanding organisational behaviour theories that underpin modern management practice. It will review individual, group and contextual influences on individual behaviour in organisations and how performance and satisfaction are affected.

### **Business for Accounting with Law B6AF108**

Business for Accounting with Law is an introductory business module for learners taking accountancy and finance degrees. It introduces learners to environmental analyses, organisational structure, organisational cultures, as well as an appreciation of the key elements of the main organisational functions -operational, financial, marketing and human resource management.

The module is also intended to provide an introduction to law, in particular contract law, and its impact on business operations. As accounting and finance learners concentrate less on Marketing-related topics, there is additional treatment of core marketing roles in organisations and an introduction to Marketing Principles within this module.

### **Financial Accounting 1 B6AF109**

This module explores the fundamental knowledge of the underlying principles and concepts relating to financial accounting. Learners will build on prior accounting studies to further explore the theoretical underpinning of common accounting practice. They will also develop an understanding on how to apply accounting standards in preparation of financial statements and the analysis and interpretation of said statements of commercial entities. Ethical behaviour in all aspects of the preparation and interpretation of financial information will also be explored.

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### **Business Environment B6BU101**

This module introduces learners to external environmental analysis, organisational structure and organisational culture. Student will also look at the concerns of the main organisational functions: operational, financial, marketing and human resource management. The importance and influence of the context of business, how business is organised, and the contribution of the various functions will also be studied. It gives a basic awareness of some legal constraints and issues in business.

### **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.

### **ICT Applications for Business B6IS103**

Learners will further develop their knowledge and understanding of how computers work. They will understand how they are connected into networks and the Internet. They will explore how data is transferred across networks and recognise the security, legal, privacy and ethical issues that must be addressed in relation to ensuring that networks and the data transmitted on them are robust and safe. Learners will extend practical skills in client-side technologies, web languages and scripting languages. They will utilize current software tools for creating, editing and optimising multimedia content. They will further learn how to publish web pages online, and best practice coding techniques, off-page techniques, to market their web pages.

### **Fundamentals of Programming B6IS105**

In this module learners will focus on the essential and starting points in programming. Learners will be introduced to the fundamentals of data types, input and output, control structures, Methods and a basic introduction to classes. Learners will build their practical skills by completing individual projects on an on-going basis and examine sample applications. They will learn the practical use of an IDE in the development of their projects.

### **Computer Systems Technologies B6IS107**

Learners will develop and understand skills learned in Lectures through the use of Lab work. Extend their competence in building Networks. Learner will develop key Network techniques through the process of building virtual Networks.

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### **Business English Communication Skills B6LA010**

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.

### **Communications for Success B6LL105**

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.

### **Marketing Research B6MK105**

This module introduces the learner to the relevance and importance of marketing research in today's business environment. Learners will investigate the multiple research strategies available and identify how to select the most appropriate and best strategy relating to their research problem. The module will also bring the learner from the beginning of the research process to the final stage, so that each learner can complete an entire research project/task. Increased emphasis will also be placed on new technologies and new research tools.

### **Effective Selling for Business B6MK109**

This module will develop personal selling skills within a market-driven organisation. It will equip learners with the knowledge and skills in preparing for and delivering effective sales presentations and after-sales service. Learners will gain understanding of the important role communication plays in personal selling and how effective selling drives a firm's profitability. Learners will participate in a variety of selling, negotiating, and after-sales service scenarios, allowing them to confidently put into practice knowledge, skills and competences acquired.

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## Level 2

### People in Organisations B7MN102

The module gives learners an insight into the various influences affecting peoples' behaviour and satisfaction within organisations and the workplace. It helps learners explore and appreciate the relationships between those influences and the bottom line dependent variables in which organisations are interested. The course focuses on three categories of influencing variables on workplace behaviour and satisfaction: Individual factors, Group Factors, and Contextual/Organisational factors.

### Management B7MN100

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.

### Business Information Systems B7IS112

In this module learners will focus on the role information systems play in the modern business environment. Learners will develop awareness of how IS can support management and examine the effect of the World Wide Web as well as new and emerging technologies on businesses. They will also appreciate the various approaches to acquiring a new information system and select the approach most suitable for different enterprises. Learners will build on practical skills in database, spread sheets and project management tools.

### Advanced Economic Perspectives B7AF108

The module is designed in order that learners can appreciate the roots of political economic perspectives existing in the world today; to understand the free market approach and the government interventionist approach of policy (e.g. austerity v quantitative easing). Learners will also apply the theoretical frameworks provided in lectures to individual markets/industries and wider macro environments to enable them to have a more sophisticated view of the political economic events taking place outside the classroom.

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### **Business Finance B7AF112**

This module introduces learners to the areas of management accounting and financial management and aims to provide knowledge and application of basic principles, concepts and techniques in the context of business decision-making encountered by non-finance professionals.

### **Principles of Business Law B7LW104**

This module is designed to provide learners with a foundation in the fundamental principles relevant to the manner in which the legal system operates and an introduction to the primary areas of law relevant to business. The module provides a gateway for those learners who will go on to pursue further legal studies. For those learners who will not be pursuing any further legal studies this module provides knowledge and understanding of the legal system insofar as it applies to the primary areas of business.

### **Selling & Sales Management B7MK100**

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.

### **Event Planning B7MK104**

Event Planning will enable learners to apply the event concept to a wide range of event planning processes to evaluate if it successfully meets the expectations of its various stakeholders. A series of lectures and seminars will provide essential module information. In addition to standard in class lectures, case material will be applied to provide for and support the practical application of lecture content to 'real life' event scenarios.

### **Financial Accounting B7AF102**

Financial Accounting builds on the knowledge acquired in Level 6 and develops and applies this further to the preparation and interpretation of financial statements in accordance with generally accepted accounting principles.

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### **Cost Management B7AF104**

This module introduces learners to cost and management accounting and provides the knowledge and understanding to apply the basic principles, concepts and techniques of management accounting in commercial situations.

### **Financial Management B7AF100**

This module provides learners with an introduction to the functions of Corporate Finance, together with developing an understanding of the challenges and opportunities facing the financial manager.

### **Business & Company Law B7LW100**

This module offers an introduction to business and company law. It considers various aspects of business law including contract law, employment law and commercial law. The law of tort is also studied as part of this module. Company law focuses on governance and highlights areas where the regulatory framework imposes obligations on accountants and auditors.

### **Marketing Communication B7MK102**

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.

### **Special Events Environment B7MK106**

Special Events Environment is designed to offer learners a focused overview of the events industry on a global scale. This module will provide learners with an understanding and appreciation of how changing political, social, economic and environmental climates affects the events industry. Learners will also recognise the increasing challenges facing event managers including financial, security, health and safety, and employment issues. Lectures will be the primary method of delivery, and will be supported by tutorials and guest lectures from industry experts.

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### **Web and Media Design B7IS102**

In this module learners will develop proficiency in current web languages, explore and utilize a variety of web and multi-media software packages, evaluate other web resources, and apply current guidelines and standards that are critical for building robust, accessible web-based products. Learners will also explore and discuss related web aspects such as Web Analytics, Search Engine Optimisation, Social Media, and other emerging issues in this discipline.

### **Employee Relations and the Law B7LW102**

This module is designed to provide learners with the fundamental principles applicable to the employment relationship, the influence of EU law and will further go on to examine principal legislative enactments affecting both parties. The regulatory fora relevant to the resolution of disputes will be investigated and the role of Alternate Dispute Resolution (ADR) for those parties seeing an alternative resolution.

### **Project Feasibility B7BU102**

This module provides the participant with an understanding of the importance of Project Feasibility in Project Management. The module assists learners in adopting an appropriate project management perspective with regard to the importance and relevance of Project Feasibility within Project Management.

### **Project Planning & Control B7BU100**

This module provides the learner with an understanding of the importance of Project Planning and Control in Project Management within organisations. It assists learners in adopting an appropriate project management perspective with regard to the management of projects within organisations.

### **Cloud Computing for Business B7IS108**

Learners will gain a solid theoretical understanding of the fundamental concepts and architecture of cloud computing. The module concerns a business perspective of the evolution of the cloud and its ability to change how IT departments deploy their services. They will learn about the key stakeholders, technologies, products, services, platforms and applications that enable cloud computing. An evaluation of the benefits, challenges, and risks of implementing cloud computing, including security, privacy, standards and best practices are key components in this classroom-based module.

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### Digital Planning & Management B7MK108

This classroom based module will offer the learner both the theory and practice of planning and managing a digital marketing campaign. Planning elements including campaign scoping, deliverables, budgeting and performance reviews will be central to any digital campaign. Consumer engagement and insight into on-line behaviours are key to appreciation of the new landscape. Understanding the costs, rewards and risks associated with developing any interactive digital media campaign will be outlined also. This module will be supported with DVDs, e-materials, and guest presentations.

### Principles of Programming B7IS106

In this module learners will focus on the essential and starting points in programming. Learners will be introduced to the fundamentals of data types, input and output, control structures, Methods and a basic introduction to classes. Learners will build their practical skills by completing individual projects on an on-going basis.

### Psychology B7PY100

This module introduces learners to empirical research methodology and key topics in Psychology. Lectures derive from a number of sub-disciplines including History and Schools, Social Psychology, Cognitive Psychology, Developmental Psychology, Abnormal Psychology, Health Psychology and Organisational Psychology.

### Social Psychology B7PY102

This module introduces learners to the field of social psychology, and to understanding the individual's behaviour within social contexts. Particular emphasis is placed on social behaviour within workplace settings.

### Employability Skills B7LL100

This is a practical module that acts as a platform for career related investigation, job analysis, CV building, interview practice and work experience identification. Learners will be required to develop continuously and manage their own careers e-portfolio. They will be required to record their development of their employability skills and provide evidence of their skills, competencies, job search, CV, cover letter, interview skills and extracurricular achievements.

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### Digital Marketing Concepts B7MK110

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.

### E-Business B7IS104

The Internet has redefined and continues to redefine how the business world functions. Integrating an e-business angle to business principles such as competitive advantage, marketing, and supply chain management is integral to the modern business environment. This module allows learners to explore how and where e-business contributes to the world of business.

### Cloud Design & Development B7IS110

This module investigates the technical aspects and implications of the design and development of enterprise level cloud computing technologies from an organisational perspective. It will explore in detail relevant agile systems development methodologies which are better suited to the cloud computing paradigm and examine relevant tools and techniques. It will examine how innovation in Software as a Service provision alters the implications to an organisation from an informational and technical viewpoint. Learners will develop skills in project management with a specific focus on practical IT Project Management related to cloud development. Evaluation of cloud migration planning and strategies will also be explored. It will investigate cloud computing as an enabler of enterprise and innovation with particular reference to start-up companies.

### Information Systems and Databases B7IS100

This module is designed to provide learners with an understanding of information systems for business and the range of tools and techniques for systems analysis, design and development and knowledge of a number of specific systems development methodologies. Learners will also build key practical skills in current database languages, analytical and diagramming tools.

### Database Design and Cloud Technologies B7IS103

Learners will develop robust databases using current database technologies and languages and development tools. They will understand the process of developing a relational database management system at conceptual, logical and physical levels. They will also be introduced to the development of databases in a cloud environment and examine current cloud computing and cloud services.

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### **Programming in Business B7IT054**

Learners will develop and understand Advanced Classes and objects, Text Processing, Inheritance, GUI Applications and Database programming in lectures and demonstrate their skills in the labs. The learner will be able to build problem-solving skills through planning, designing and implementing business applications.

### **Management B7MN101**

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.

### **Financial Services Environment B7AF106**

This module is designed to provide a general overview of the Financial Services Sector, changes in recent years and the importance of the industry to the Irish economy. Learners will gain an understanding of the basic principles and operations of each individual sector within the industry. There will be a particular focus on fund accounting, international markets, banking and investments as these make up a significant portion of the overall industry.

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## Level 3

### Strategic Management B8MN100

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 organizational 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 settings.

### Global Business B8MN102

Learners will absorb and process the major global trends in the business world, assess their business implications, and generate strategic options in response. They will gain an understanding of the factors that drive the attractiveness of international markets, possible modes of market entry, and be able to evaluate global financial and economic trends.

### Human Resource Management B8MN104

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.

### Individual Differences B8PY102

Understanding individual differences within the workplace from a psychological perspective is an important aspect of business management. This course introduces students to the topic of Individual Differences emphasising personality and intelligence. This module provides the learner with a critical overview of the key theoretical perspectives in personality and intelligence and introduces them to the research methods used in both approaches; it also develops the learner's knowledge of psychometric testing within the work place.

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### **Psychology of Work B8PY100**

This module builds on previous study to allow learners to focus on a particular aspect of psychology: Understanding individual psychology and behaviour in the workplace. Learners will explore both classic and contemporary approaches to areas including effective human resources decisions and actions, employee attitudes and behaviours, the role of social groups within the organisation, and health and well-being at work.

### **Performance Management (Accounting) B8AF100**

This module further develops the fundamental elements of planning, control and decision making and expands this to consider performance measurement and evaluation. Learners will focus on the application of management accounting techniques to assist management in a range of business scenarios. Learners are expected to use and further develop their prior knowledge in variance analysis and accounting techniques.

### **Services Marketing B8MK104**

To develop a holistic understanding of marketing in all contexts, learners need a thorough understanding of both product and services marketing. This module will develop in learners an understanding of the unique nature of services and the particular strategic and tactical marketing challenges in managing service organisations. It will equip learners with the knowledge and skills for managing and implementing marketing approaches in the service sector.

### **Audit and Assurance B8AF108**

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.

### **Financial Reporting B8AF102**

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.

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### **Taxation Systems B8AF104**

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.

### **Advanced Financial Management B8AF106**

This module provides an understanding of the more advanced investment appraisal techniques and issues which may confront the corporate finance manager in preparing reports to facilitate board decisions. An understanding will be provided of risk assessment and treasury risk management techniques employed to effectively hedge corporate risk exposures.

### **Investor Relations and Wealth Management B8AF114**

This module addresses the investment appraisal and analysis of the securities markets. Learners will develop knowledge of the theoretical framework of the securities markets. They will develop their practical understanding of financial analysis and the quantitative tools necessary to perform detailed analysis. The module also requires learners to analyse the specific services offered by a wealth management division and the complex financial planning required for such clients.

### **Treasury & Risk management B8AF110**

Risk management focuses on the types of risk that arise for businesses and sovereign institutions including: market risk, credit risk, and interest rate risk. The module considers financial risk management strategies; how risk is evaluated; the methods that are available to hedge against risk and the strategies that are employed to mitigate risk. This is complemented by consideration of operational risk and key risk management issues for financial institutions including regulatory issues such as the Basel Accords. The module also analysis the various responsibilities of the treasury function and its roles that either contribute to protecting or enhancing shareholders value, reducing risk or securing the organisation's cash flows. The module concentrates on the management of financial risk in an international corporate setting.

### **Financial Structured Products (Theory & Practice) B8AF112**

The module will cover the basic properties, pricing and hedging of futures/forwards, options, swaps and other derivatives traded on financial markets, together with the working mechanism of the derivative markets. The module provides analytical and numerical methods to pricing derivatives contracts. The module covers the use of derivatives in hedging and managing financial risk but also their limitations in connection with stock market crashes and financial crises.

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### **International Marketing B8MK106**

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.

### **Consumer Analysis B8MK100**

This module provides the learner with a cohesive overview of key consumer and buyer behaviour theories, models and trends from a host of traditional and emerging consumer related topics. It endeavours to equip learners with the necessary skills and faculties to analyse, critique and apply consumer perspectives to a host of industry based contexts. The module aims to provide a robust understanding of how a consumer's offline and online behaviour contributes to the general marketing function.

### **Event Operations B8MK110**

This module augments the learners understanding and application of the event planning process by providing a robust overview of the essential components in operating and executing an event. Learners will study the essentials in site/location selection, staging and logistics and combine these with an emphasis on newer emerging trends, tools and technologies. Online and offline events are studied and critiqued. The module provides a practical industry based case focus as assessment and group work, class debate and presentation are core components.

### **Event Marketing B8MK108**

Event Marketing is designed to offer learners a focused perspective on the marketing of events across domestic and international sectors. The module combines traditional marketing options with new emerging marketing tools and techniques in order to provide a robust overview of the options available to the contemporary event marketer. This module differs from other marketing modules in that it provides specific marketing guidelines for the event industry which includes service provision, e-event marketing, marketing as entertainment, event pricing and social event marketing. Lectures are the primary method of delivery and are supported by tutorials and interactive sessions for discussion of material and self-directed learning.

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### **Data and Network Communications B8IS104**

This module will provide a key understanding of the fundamentals of computer networks. The module will then progress to generate skills based on the practical application of this knowledge through hands on assignments which will develop real world skills. On completion learners will have an in-depth understanding of how local area networks and the Internet work. This is a highly practical module that will allow learners to design, construct, maintain and troubleshoot a medium size organisation's network.

### **Web Application Development B8IS102**

The creation of Web applications requires different approaches than traditional applications and involves the integration of numerous technologies. This project-oriented module will introduce learners to the Web technologies and provide experience creating interactive Web applications that go beyond static web pages. In the process learners will develop proficiency in mark-up languages, scripting languages, web forms, event-driven programming, and databases, and see how they all work together to deliver applications.

### **Employability in Action B8LL100**

This is a module to improve DBS graduate employability through learner actions. Learners are required to research the labour market and are supported in working towards achieving their desired career outcome by specialised staff and module tutors. The ability of learners to critically reflect on their personal skills development and apply this to other learning activities will be enhanced.

Being in possession of employer-relevant knowledge, skills and attitudes is not enough for a learner to enter and move within the labour market, and to realise their potential. Learners need to be capable of exploiting their assets, of marketing them and selling them. This module will task students with the development of an integrated and personal strategy to market their skills, competencies and personal attributes for success.

### **Project Planning Techniques B8BU100**

This module provides the participant with an understanding of the importance of the Project Planning Techniques. It assists learners in adopting appropriate project management techniques with regard to the management of projects. Learners will analyse a number of case studies based on some of the dramatic projects of recent years.

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### **Project Management and Evaluation B8BU102**

This programme provides the participant with an understanding of the importance of the Project Planning Management & Evaluation and builds upon the student's previous learning. It assists learners in adopting appropriate project management evaluation techniques with regard to the management of projects. Learners skills will be developed using realistic scenarios in which key project management concepts can be applied.

### **Data Management and Analytics B8IS100**

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.

### **Mobile Software Development B8IS106**

The rapid emergence and widespread adoption of mobile devices such as smart phones and tablets has led to a new generation of mobile applications and services. This project-oriented module develops an understanding of the underpinning theories, paradigms, algorithms and architectures for building mobile software applications. Learners will be shown how to design, develop, test and deploy Object-Oriented software for mobile devices

### **Implementing Digital Media B8IS112**

This practical hands-on-keyboard module explores how a variety of digital marketing tools are developed, used and assessed by marketers. The 100% assessment reflects the applied nature of the course with learners developing and evaluating the digital tools they will design.

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### **Lifelong Learning B8LL102**

The transition from college is equally important to the transition to college. This module recognises both diverse range of options and the development stages of individual learners from many backgrounds. This module builds on the *Learning to Learn, Communications for Personal Success, Employability Skills* and *Employability in Action* modules. A focus on professionalism in approach, planning and behaviour as DBS graduates is central. The engendering of the DBS graduate characteristics of self-reliance, independence, positivity and adaptability are the ethos of the module.

### **Marketing Research B8MK102**

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.

### **Application of Cloud Technologies B8IS108**

This module will develop learners' technical knowledge in the application of cloud computing. It will examine cloud computing technologies, cloud technical enablers and cloud architectures. The successful learner will acquire a high level of knowledge of the underlying technologies of cloud computing, namely virtualization, implementation mediums and storage frameworks. The module will generate skills based on the practical application of knowledge, through assessments which will foster real world skills.

### **Cloud Networking and Security B8IS110**

The cloud computing paradigm is an evolution of information technology which has had an impact on organizations functions and processes. This module will specifically address cloud technologies from a networking and security perspective. The module will allow the learner to understand traditional networking and also address the typical network setup of cloud computing architectures. It will also allow the learner to identify and mitigate against the security risks associated with cloud computing.

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## School of Arts

### Fall Semester Options

#### Level 1

##### Introduction to Drama and Theatre A6GA106

This module introduces the study of drama and theatre through a series of activities including structural analysis and close reading of plays, thinking about genre and context, rehearsed scene readings, and reviewing a play in performance.

##### European and World Cinemas A6FM106

This is an introductory module designed to provide learners with an overview of the development of the medium from a European and world perspective. Various film forms, movements and waves that contributed to the global development of the medium since WWI are studied. Learners will also be introduced to the relationship between film industries and national identities and so consider the idea of film as an art form and as an industry.

##### 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.

##### Introduction to Psychoanalysis 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.

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### **Social Policy – Historical and Cultural Perspectives I A6SS006**

This module offers an introduction to the third-level study of the historical and cultural aspects of social policy provision. It will provide learners with an introduction to the main historical, cultural, theoretical and philosophical aspects of social policy and introduce learners to an examination of the influence and implementation of social policy.

### **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.

### **Developmental Psychology A6PP005**

This module gives learners an introduction to the area through exploring the various theoretical perspectives in understanding human growth and development, including cognitive, psychosocial, humanistic, social-cognitive, learning and ecological approaches. There will be a review of the most important empirical work relevant to these domains to examine the key biological, social, emotional and cognitive developmental changes that occur across the lifespan. Through this learners will be familiar with the principal research techniques used within developmental psychology and be able to assess how developmental psychology can be applied to real world issues, such as bullying and divorce.

### **War & Peace in the Twentieth Century A6GA102**

The international history of the twentieth century, from the outbreak of World War I in 1914 to the collapse of the Soviet Union in 1991 is explored in depth including the three great wars of the 20th century: World War I, World War II and the Cold War. This culminates in an exploration of the relationship between war and peace and the changing nature of power, ideology and international relations during the twentieth century.

### **Hollywood Cinema A6FM104**

This module is an introduction to American cinema and will allow learners to being to understand the origins and developments of the most influential film industry in the history of the medium. This understanding will be enhanced by analyses of the relationship between the American film industry and the society in which it developed.

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### **Film Studies Today A6FM108**

This is a foundational module in assessing film culture from a social, cultural and political perspective. Learners will be introduced to the various ways in which the study of cinema has developed and a historical exploration of the key moments that academic concerns and cinematic movements have intersected and contributed to each other. This will help learners develop an understanding of how the history of the medium and the history of film study are intersectional.

### **Digital Photography A6FM100**

This module introduces the learner to the history and importance of photography as a medium, including the basics of digital photography and post-production processing. Learners will develop awareness of photography through a mixture of theoretical lectures and practical instruction as well as providing opportunities for learners to develop their practical ability.

### **Literature and Film A6HC100**

This module offers an introduction to the third-level study of literature and film. Learners are introduced to some of the key concepts, idea and terms employed in literary and film studies, then guided through interdisciplinary explorations of topics or themes across a range of literary and cinematic texts from different historical and cultural contexts. Where possible, topics will be linked to events and exhibitions in Dublin at the time.

### **History and Politics A6HC102**

This module offers an introduction to the third-level study of history and politics. It will provide learners with an introduction to the main practical, methodological and philosophical aspects of history and politics as disciplines. This module will introduce learners to a wide range of historical and political topics from different periods, countries, perspectives and themes and examine the influence of ideologies, economic issues, individuals, and interest groups on today's society.

### **Social Science and Psychology A6HC104**

This module introduces learners to the interdisciplinary field of social sciences. Learners are given the opportunity to develop their knowledge of how different areas of sociology and psychology engage in the study of the individual and society. Learners will also be introduced to some of the basic principles and themes within social science. Contemporary applications are explored from the societal and individual perspectives in order to facilitate the learners as they begin to make links between what they are learning and the world around them. Hence this module is aimed to be interconnected with other modules offered in the program to enable students to discover the interdisciplinary and multidirectional nature of humanities studies.

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### Media and Journalism A6HC106

This module offers an introduction to the third-level study of Media and Journalism. Learners are introduced to some of the key concepts, theoretical terms and debates within the field of media studies and learn about and acquire general journalistic skills (writing, information gathering and analysis). Topics are explored through questions relating to media autonomy, notions of responsibility and representation. This module is interactive and integrative as the topics overlap, creating a broad understanding of various sections of today's world and the role Media plays in it.

### Certificate Learning Lab A6HC108

This module will provide a platform for the development of employability skills at level 6. The aim of the module is to facilitate future planning for employability with a focus on the learner's strengths, job application and interview skills in relation to the current job market.

Learners will be provided with the knowledge, tools and resources required to evidence the development of their career discovery skills through the production of an employability portfolio detailing core competencies such as the engagement with career self-assessment tools, an analysis of the labour market, the practice of an effective decision making strategy, the development of a quality CV, the compilation of an effective letter of application and the demonstration of key interview skills

### New Horizons: Experience and Awareness A6FM116

This module promotes academic confidence and awareness in new learners by allowing them to reflect upon the key issues that arise when starting a degree. It develops the values of Awareness, Reflection, Tools and Support. Learners will be given the opportunity to begin to develop the necessary skills required for participation and progression. This module will examine the key responsibilities all new learners have in relation to their own academic development and will be given the opportunity to develop as forward-thinking individuals through individual and group activities.

### Digital Film Production A6FM120

This module introduces learners to Digital Filmmaking through the stages of pre-production, production and post-production. It aims to establish best practice principles in the areas of visual storytelling, production and editing. The module also aims to equip learners with basic HD camera operation, location sound recording and editing skills to create a live action short film.

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### Contemporary Film & Television A6FM124

This module is designed to allow learners to broaden their exploration by considering a wide range of issues regarding contemporary film and television.

### Exploring Popular Culture A6FM126

The very essence of popular culture is its ability to provide its public with a sense of the familiar, while at the same time also infusing this with enough variety to ensure continued interest. 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 fresh, questioning look at the familiar yet strangely intriguing terrain of popular cultural texts. It will begin by exploring different definitions of 'popular' versus 'high' culture and will then go on to explore an array of particular popular texts. In each case learners are encouraged to ask: Why is popular culture dismissed within traditional academic circles? Is popular culture empowering, or the product of a culture 'industry' imposed upon us? Learners will explore a range of relevant case studies, and the relationship between them, as the module builds a conceptual framework for analysing and understanding popular texts and activities. While key issues will be illustrated using contemporary popular culture examples, learners will also learn to draw on their own personal experiences as social and cultural consumers.

### Multimedia Tools A6FM128

This module introduces the learner to the fundamental concepts of multimedia (desktop publishing, text, image, graphics and animation). It is designed to support and enhance understanding by providing learners with skills and practical experience using a range of tools used for creating and editing multimedia files.

### Audio Software & Systems A6FM134

This module will introduce learners to the principles, practices, technologies, applications, and systems associated with audio production within radio. It will identify and analyse the functions of recording, editing and mixing audio to enable the learner's acquisition of the practical skills necessary to create a professional radio show. To this end, each will be required to demonstrate their involvement in the production and completion of two radio projects for consideration for production during the course of the module. The learner will also demonstrate and showcase knowledge of the hardware and systems within the radio studio.

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### **Foundations of Biopsychology A6PS110**

Biopsychology is an area of Psychology that takes a biological approach to understanding behaviour. Biopsychologists 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.

### **Foundations of Sociology A6ST100**

This module introduces the learner to the discipline of sociology. It will introduce essential concepts such as norms and values as well as critical sociological topics such as identity, gender, class. Learners will gain an understanding of key sociological perspectives and learn to relate these to relevant social problems. Learners will also become familiar with the historical development of sociological thought and will gain an understanding of the application of such theory in the modern world.

### **Social Policy – Cultural Ideology A6SS003**

Learners will build and awareness of the main historical influences on Irish policy formation. The module aims to outline how social policy has evolved through the history of the State and examines aspects of the Irish Constitution with respect to the values of the nation. Learners will identify how Ireland moved from a position of having no comprehensive set of social policies in place to mainstreaming policy making. The module explores the impact of cultural ideology on policy making and implementation and aims to lead learners in outlining and describing certain issues, debates and discussions in social policy through classroom activities and the production of written academic tasks.

### **Psychology for Social Studies A6SS005**

This module will introduce learners to the academic study of psychology and the ways in which it contributes to the multidisciplinary field of social science. It enables learners to understand the principles and themes within the streams of psychology most relevant for the field of social science. It explores the applications of the principles of psychology in the environment.

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### **Introduction to Social Care Practice A6ST108**

The module introduces learners to the theory and practice of social care, through a variety of approaches, including lecture, class discussions and exercises. Additional instruction will be provided in practical skills such as preparation for professional care work and for volunteering in the care sector. Learners will thus receive an essential grounding in the key theoretical areas such as lifespan development and models of disability amongst others but will also gain invaluable practical skills in preparation for practice, including (but not restricted to) work visits to relevant settings and practice in the development of care plans and also be guests lecturers from real world settings.

### **IT and Social Studies Project A6ST110**

This module will familiarise learners with the use of a Windows environment and introduce the principles of academic research and to simply apply them. It will encourage teamwork and collaboration on a project and develop the organisational and academic skills to manage a project.

### **Youth and Children Studies A6ST112**

This module will examine the practical child and youth practices and the responsibilities of the childcare and youth worker. It will familiarize learners with the history and current status of childcare and youth provision in Ireland. The module aims to explore the legal, moral and ethical considerations in childcare and youth studies. Learners are assisted in recognising and developing practical skills useful in the childcare and youth work setting.

### **Health Studies A6ST114**

This module aims to improve the student's understanding of the role that behaviour plays in determining health and well-being. It aims to highlight the importance of a multidisciplinary approach to understanding health and well-being. The module will enable students to gain an understanding of the theory and application of health research.

### **Sociology of Ireland A6ST116**

This module builds on the first year module 'Foundations of Sociology' and aims to further learner knowledge of sociological concepts. Learners will explore aspects, concepts and contemporary issues within Irish society. This learning is further supported via Interactive lectures, group work, documentaries and reading assignments.

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### **Employability and Skills for Social Studies A6ST118**

This module will further develop effective personal, interpersonal and organisational communications skills. It will prepare a learner with the academic skills necessary for successful participation and progression to level three. The module aims to enhance oral and written skills for effective academic communications and to cultivate and engender academic writing skills.

### **Basic News Reporting A6JL110**

Learners will be introduced to the basic structures and composition of news stories. Through practical class work, learners will show the differences between tabloid and broadsheet, print and broadcast. Learners will gain an understanding of how to use quotes and how to interview subjects for news stories and explore what makes for newsworthiness and how to come up with and develop news story ideas. Research skills, fact checking, using the Internet and gaining an understanding of the more ethical and professional elements of news reporting (e.g. dealing with sensitive stories and remaining unbiased and balanced) are covered. There will be a focus on specific areas of news reporting such as political journalism and court reporting.

### **Introduction to Broadcasting A6JL104**

The module will provide an introduction to the area of radio broadcasting, and establish fundamental production competencies, which includes the editorial processes in place for broadcast news and an understanding of the roles and functions of the radio broadcasting landscape. This exploration will develop creativity and competencies in radio production and presentation skills and interviewing techniques. A key feature is to teach learners how to work as a production team and work together under dead-line conditions to produce informative and entertaining magazine programmes for the medium of radio.

### **Criminology A6SS106**

This module covers the theory of crime, how crime is controlled and the criminalisation processes of certain social groups. It will explore how fear of crime has a profound influence on our feelings of security and wellbeing, from 'street-level' crime to global concerns about terrorism and cybercrime. Criminologists combine the study of society, politics, psychology and culture to understand offending behaviour and the peoples' responses to prohibited and harmful activity. Criminology also analyses the cultural representations of criminality. It investigates how this relates to constructions of social identity like class, race and ethnicity, gender, age and sexuality.

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### **Introduction to Quantitative Research Methods A6SS110**

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 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.

### **Data Analysis and Computing A6PS106**

This module seeks to develop the learner's knowledge and understanding of the processes underpinning the use of descriptive and inferential statistical analysis techniques, within the quantitative research field. An emphasis is placed on providing learners with direct experience of the practical skills involved in producing effective quantitative exploratory and inferential statistical analyses, through the use of hand calculation and the SPSS statistical software package.

### **IT Skills for Journalists A6JM120**

This module recognises the importance of IT for modern journalists and media personnel, and the necessity for them to advance their skills to an advanced level. In practical terms. It will involve intensive tough typing tuition to build up the learner's keyboards speeds. This is critically important for learners as they begin their academic and work life. The ability to type fast is a must in a job. It will involve more extensive use of Excel to help with data journalism tasks, and it will also examine functions of each MS Office application & performing more complex tasks while using these applications. This module enable equips learners to develop essential IT skills for their careers as journalists. It will introduce learners to content management systems for use in online news operations. It will also focus on creating a simple web page, along with coding basics.

### **Investigating the Media A6FM112**

This module is designed to provide an accessible and stimulating introduction to the study of the media. It will encourage learners to explore the media by applying media concepts to a range of media products in order to develop knowledge of how meanings and responses are created. Candidates should be encouraged to investigate the contemporary media landscape and the changing contexts within which media texts are produced and consumed. Candidates will investigate the processes of meaning-making in media production and reception: at the micro level within individual products (also termed texts) and at a macro level in terms of technologies (also termed platforms).

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### **Radio Production A6FM118**

The module introduces students to the medium of radio as a force for both information and entertainment in the context of Public Service Broadcasting and Commercial stations currently operating in Ireland and abroad. It will provide students with the skills and resources to research programme ideas and put ideas to practical use. Learners will be taught basic skills needed to hone radio production and how to work as a production team.

### **Contemporary Social Policy A6ST120**

This module aims to further develop student understanding of social policy in an Irish context, and consider the effectiveness of social policy practice. It will explore the funding of state policies and Ireland's mixed economy of welfare along with the policy, consultation and process of social partnership. Learners will establish an understanding of Ireland's position within the European Union.

### **Introduction to Online News A6JM122**

This module introduces the learner to the basics of online news, and news writing for digital platforms. It will focus on online newspapers, current online news production, journalistic role changes, the impact of social media on news and information, mobile journalism basics, audio-visual components of news stories, news writing for different platforms, and the use of search engine optimisation (SEO) in content and headline writing. It will also focus strongly on traditional ingredients for constructing a news story. The ability to write a basic news story is a core skill that is fundamental to journalism education.

### **Digital Feature Writing A6JM132**

This module will concentrate on writing traditional features, as has been the case in news print, but its main emphasis will be on features journalism for the web. Throughout the process, learners will be encouraged to generate ideas, source material and conduct fresh interviews for new insightful angles. They will also be encouraged to think in terms of multimedia additions to their writing. In addition, learners will be instructed on how to sell their work online.

### **Journalism and the Law A6JM130**

This module introduces the learner to the Law as it applies to journalism and the media in Ireland. It will expose Learners to legal issues and current debates that confront those who work in the media on a daily basis from Copyright, Defamation, Data Protection, Freedom of Information, to Privacy. Learners will be asked to debate the current moral and ethical issues that confront Journalists and those who work in the media daily.

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This module will introduce Learners to how the Media is regulated in Ireland. Learners will be asked to consider the limitations that are placed on Freedom of Expression in Ireland and under the European Convention on Human Rights when faced with the competing interests of Defamation, Privacy, Public Order and Morals. Libel in media content will be examined in detail. Learners will be exposed to how the Law is evolving to keep up with breaches of legal rights of both the individual and the media online. Learners will focus on the implications of publishing another's work whether in print or online and the protection of their own original work and will also consider the implications of failure to secure their data and that of third party's online from cyber-attack. Finally, learners will explore the relationship between immediate media communication and the Law.

## Level Two

### Economic Sociology A7SS100

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.

### Documentary and Non-Fiction Film & Television A7FM108

This module will provide learners with the opportunity to explore the various documentary, non-fiction, avant-garde and other experimental audiovisual forms that have helped contribute to our understanding of the medium and its development. Learners will explore the contributions of key individuals and movements to the medium and also consider the aesthetic and critical perspectives of these forms of filmmaking.

### New Waves in European and World Cinema A7FM020

This module is designed to make students aware of the various "New Waves" of cinema that have emerged since the 1960s. Learners will explore of the diverse film practices that have emerged outside Europe and America since the 1960s. Learners will be asked to critically engage with the formal and narrative strategies employed within the films screened, and to consider how these strategies function to create meaning. Although there will inevitably be a focus on the key *auteurs* within these countries,

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the module will also address the meaning of popular and genre cinema in different parts of the world. Learners will also be asked to consider issues of representation which arise in world cinema, particularly around issues of gender, national identity and race.

### **Film Craft A7FM104**

This module will engage learners in an aesthetic appreciation of the the three key building blocks of film culture - image, sound, and editing. Learners will be invited to reflecte critically on the cultural, artistic and historical relationship between these three building blocks. They will look at the key turning points in the refinement of these “building blocks” through a series of case studies focusing on important creative contributions made to film craft. This exploration will also ask learners to address the medium in the context of broader visual culture - including visual formats and media outside cinema.

### **Style, Stardom and Performance A7FM100**

Taking the ideas of “reading” a film as its starting point, this module encourages learners to be alive to the myriad decisions and details that combine to create the “style” of a particular film within the context of the medium’s development.

An understanding of the term mise-en-scène is an essential part of any learner’s engagement with the discipline and, through a combination of historical overview and practical activity, this module will all learners to begin to develop an aesthetic sensitivity to the various ways in which films can be viewed. Central to this ambitions is the further need to consider the various ways in which directors, genres, performers and audiences aid our understanding of mise-en-scène.

### **Scriptwriting, Production & Development A7FM104**

This module allows learners to develop skills in writing scripts for the screen. In addition, learners will also draw upon and further develop their existing production and post-production skills by developing, producing and completing a short film or other digital media project. Learners will receive tutorials on writing and pitching a script as well as an insight into the professional standards of the industry and an opportunity to work with actors.

### **From Enlightenment to Revolution 1700-1815 A7GA102**

This module will explore the events, figures and ideas that enabled the transformation from ancien régime to modern era via the Enlightenment. It will provide a clear narrative and nuanced understanding of the ancien régime, Enlightenment, American and French Revolutions, and the political and social upheavals of late eighteenth-century Ireland.

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### **The Making of Modern Ireland 1798-1922 A7GA104**

This module provides learners with a broad understanding of the key themes, personalities and developments in Irish history from the 1798 Rebellion to the end of the Civil War in 1922. It engages with the development of nationalism and unionism throughout this period. Cultural and social developments including the Gaelic League, the GAA and the establishment of the Abbey Theatre are examined.

### **Literature in contexts I A7GA112**

This module explores the literature of the 18th Century and early 19th Century, particularly focusing on the early development of the genre of the novel as well as on the poetry of the Romantic Age.

### **Multimedia Journalism A7JL100**

The multimedia journalism module aims to introduce learners to both the practical and conceptual aspects of multimedia technologies. It provides learners with the skills and understanding necessary for proper communication of ideas to various demographics and target audiences. It builds on introductory skills learned in the first year module, Introduction to Broadcasting.

### **Social Care, social Justice and the Caring Professions A7SS106**

Social Care, Social Justice and the Caring Professions introduces learners to the principles, practices and professionals involved in supporting and providing for the care, wellbeing, and welfare of marginalised and vulnerable populations in Irish society. Learners will appreciate the variety of caring professions, the multidisciplinary basis of working to support and care for vulnerable and marginalised individuals and groups in society, and their common objectives yet distinctive roles and practices. Social (in) justice is taken as a central theme and problem in society and learners are helped to assess the care, support, wellbeing and welfare needs of diverse groups within the context of their rights, and the ethical principles of equality and social justice. The module will explicitly focus on caring and support work for vulnerable and marginalised children and families, people with disabilities, people experiencing mental health difficulties, cultural minorities and older people as well as considering issues related to gender and sexuality.

### **Issues in Contemporary Life and Culture A7GA100**

This module explores the modern evolution of the arts and social sciences within new interdisciplinary paradigms and learners will explore a series of topics from a range of disciplinary and interdisciplinary perspectives. This module enables and encourages learners to synthesise and integrate learning across subject areas or discipline boundaries. This module also introduces interdisciplinary research.

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### **Qualitative Research and Data Analysis A7SS108**

As part of this module learners will examine the role of technology in social research, specifically in terms of data analysis, and develop their knowledge of the ways in which software analyse qualitative and quantitative data. Learners will develop their proficiency in utilising appropriate software to analyse qualitative and quantitative data and their ability to prepare reports that appropriately present social research analysis.

### **Psychological Research Methods A7PS104**

This module is designed to engage the learner in understanding central components of psychological investigation including: quantitative and qualitative research design, reliability and validity; and threats to internal validity. In addition, the module equips the learner with the practical skills necessary to develop and test a psychological research question, reflecting upon the outcome of the analyses and disseminate the associated findings in both written and oral form.

Learners will be introduced to common psychological instruments used in data collection. Moreover, the learner will engage with a variety of current research papers and will be empowered to think critically and sceptically about research questions, methodology, statistical analysis and representation of findings.

### **Fundamentals of Biopsychology A7PS016**

Biopsychology is an area of psychology that takes a biological approach to understanding behavior. Biopsychologists 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 behavior but often extends to physiological processes elsewhere in the body such as the peripheral nervous system. The topics covered highlight the important psychobiological influences in the production of everyday behaviours and psychiatric disorders.

### **Counselling Theory and Group Facilitation Skills A7SS112**

This module examines the discipline of counselling and to identify the core concepts and ideas associated with it. It also provides learners with an understanding of current theories of counselling and group facilitation. It also enables learners to understand and appreciate the professional and ethical issues inherent in the practice of counselling and group facilitation. The module leads learners in discussing and analysing certain issues, debates and discussions relating to counselling theory and group facilitation skills through classroom activities and the production of written academic tasks.

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### **Shakespeare and Renaissance Drama A7GA108**

The module offers a critical introduction to English Renaissance drama from late sixteenth to early seventeenth century. Selected plays by authors such as Christopher Marlowe, Thomas Kyd, and William Shakespeare will be examined in the light of Renaissance theatrical conventions and against the socio-political background of early modern England. Learners will be introduced to the history of critical interpretation of Shakespeare's plays, including filmed productions of the plays, to appreciate the canonical status of Shakespeare in Western literary tradition.

### **Shorthand A7JL108**

This module provides learners with the principles of Teeline shorthand and builds knowledge of the various signs and symbols. Emphasis is placed on successfully memorizing the building blocks of shorthand and speed. It enables learners to reach Teeline speeds of up to 40 words per minute during dictation. This will develop the learners' ability to write Teeline shorthand so that it becomes an unconscious reflex upon hearing the spoken word.

### **Quantitative and Qualitative Analysis A7PS106**

The study and practice of psychology requires strong research methodology and statistical skills. This module addresses the analysis of data through quantitative and qualitative methods at a more advanced level. This will equip learners with the critical and analytical skills in assessing, interpreting, and reporting on data in research with the aid of software packages such as SPSS and NVivo.

### **Feature Writing & Freelance Journalism A7JL106**

This module introduces learners to the basics of feature writing and the different types of feature articles in newspapers and magazines. Learners explore the more technical aspects of how to structure a feature story and the different writing techniques used by writers to link between sections. The module covers story sourcing, interviewing styles and interviewing for anecdotes and character. Learners examine the business of freelance journalism, the practical elements of running a freelance business and also look at developing their own voice through writing a blog.

### **Documentary Film and Television A7FM013**

The learner will be introduced to the history and development of various forms of documentary and other non-fiction filmmaking and the critical and theoretical responses to these forms. Issues relevant to this area including technological innovations, ethics and aesthetics, censorship and propaganda, cultural memory, reportage, and realism will be explored. This will be contextualised by an exploration of the contributions made by key individuals and movements and also the production of a short documentary.

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### **Gender & Sexuality A7ST124**

This module encourages learners to develop a keen awareness of the ways in which issues related to gender and sexuality can be understood from a Social Studies perspective. It will explore gender and sexuality as key concepts for understanding life in contemporary Irish society. Learners will be encouraged to develop their comprehension of theories of gender and sexuality, and to appreciate how issues relating to gender allow a better understanding the relationship between society, culture and individual life experiences. The module will examine both contemporary and historical aspects of gender roles and relations between men and women, and it will address various social and cultural issues relating to sexuality, sexual identities, families, inequalities, discrimination and diversity. It seeks to equip learners with the skills to move beyond stereotypes and prejudice in their understanding of gender and sexuality.

### **Crime, Society and Irish Law A7ST126**

In this module, learners will examine relevant legal themes and explore fundamental legal concepts in the area of crime and contemporary social issues in the context of social care in Ireland. Learners will explore the Irish legal framework specifically the sources of Irish law and the Irish courts system; its relationship with the citizen and to highlight elements of the Irish legal framework pertaining to social care issues. Learners will also be introduced to the basic legal elements of crime, the Irish criminal justice system as well as criminological and sociological perspectives on crime. Learners will also identify and discuss the legal dynamics in key social care themes, as well as explore the ways in which learning about the law can inform, compliment and develop the learners understanding of social care issues.

### **Personality and Psychoanalytic Subjectivity A7PS108**

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.

### **Modelling Cognitive Systems A7PS100**

The module is designed to expose the learner to advanced concepts and research in cognitive psychology. Building on previous knowledge in Cognitive Psychology, the module will further explore some of the most central topics in the field, showcasing recent advances in methods and models and highlighting for the learner the gaps in knowledge that still persist. Understanding human behaviour through a cognitive approach involves the identification of constructs, the development of mechanisms

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and processes which culminate in complex, dynamic and interacting systems. The module will cover top-down, bottom-up and non-linear approaches, illustrating for the learner that modelling cognition is often abstract and always conceptual.

## Level 3

### Contemporary British & Irish Drama A8GA108

Following on from the heritage of modernism, and responding to developments in philosophy, literature, the visual arts and technology, contemporary dramatists continue to explore the possibilities of drama and performance up to the present moment in time. This module undertakes a study of contemporary developments in the theatres of Ireland and Britain, concerning itself with a variety of modes of doing drama.

### Cultures and Contexts

This module provides learners with the opportunity to focus their attention upon the cultures and contexts relevant to a particular national cinema and critically examine it in all its depth, breadth and complexity. This choice is research-led to allow learners to engage with the particular expertise of a lecturer on the programme.

Learners will consider the usefulness of cinematic concepts when addressing national cinema and will also be provided with the social, cultural and industrial background of the cinema being addressed. There will also be opportunity to become acquainted with a nation's body of film and emerging cultural and aesthetic debates relating to it.

### Film in the Digital Age A8FM104

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 developments in digital technologies. Learners will examine the impact of digital filmmaking on the development of the medium and the ways in which it has led to the creation of new and hybrid genres. Film review skills will be developed

### 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

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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.

### **Twentieth Century Irish Literature A8GA112**

This module explores some of the classic works of Irish literature in the twentieth century. It will investigate the relationship between nationalistic politics and culture and explore the literary and linguistic experimentation of Irish modernism. It examines the treatment of identity, gender and sexuality in Irish writing. Learners will develop a critical understanding of Irish culture in the twentieth century and the legacy of twentieth century Irish literature will be considered.

### **Contemporary Cinemas A8AF108**

This module allows learners to engage in a detailed study of contemporary cinemas from around the world. Learners will engage with major milestones in the recent history of the medium, examining trends and charting developments from a wide range of related perspectives.

Learners will consider the ways in which contemporary cinema can be understood in terms of production, distribution and consumption and evaluate the way in which cinema can reflect and influence cultural, political and ideological conditions.

### **Social Policy – Contemporary Implementation A8SS100**

In this module learners explore the theories of social policy and relate the implementation of social policy to contemporary issues of concern. The effectiveness of social policy practice is considered and learners will examine how the EU and institutions in the Single European Market influence Irish social policy implementation. Learners assess the value of Social Partnership as well as critically analysing certain issues, debates and discussions relating to concepts of social policy through classroom activities and the production of written academic tasks.

### **Organisational Psychology A8PS060**

Learners will be equipped with the knowledge, skills and abilities to acquire, understand and appraise the application of psychological principles and theories to workplaces and organisations. There will be a critical overview of personnel psychology - job analysis, selection techniques, psychometric testing and assessment centres.

The learner will develop a critical appreciation of human behaviour in the workplace and the nature of employee behaviour, including how the work environment contributes to physical and emotional wellbeing. Effective leadership, group functioning, motivation and performance are also studied so that

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the module will give the learner a comprehensive understanding of businesses from a psychological perspective.

### **Sociology of Families, Intimacy and Personal Life A8SS104**

This module explores the sociology of affective relations in modern and late/postmodern societies with a particular emphasis on Irish society. The aim of the module is to provide a comprehensive introduction to the sociology of families. The module is divided into three parts, each integrating relevant sociological theory and concepts: Part One - 'Affective Relations in Sociology: Kinship, Families & Interpersonal Relations' introduces learners to four core dimensions in the sociological analysis of families: describing and classifying families, considering what families, and the people within them, do, explaining how families work, and exploring the meanings and subjective experiences of families. Part one additionally introduces learners to four sets of family relations; economic, socio-cultural, sexual and reproductive, and emotional relations which form the structure for the module overall. Part Two - 'Modern Families: Relationships and Social Change in the Modern Era 1850-1950' explores family practices and social change in economic, socio-cultural, sexual and emotional relations in modern family life. Part Three 'Post/Late Modern Relationships: Families, Intimacy and Personal Relations in Contemporary Society 1950-Present' explores family practices in the contemporary era dealing with current and critical issues in the sociology of family and personal life.

### **Globalisation & Culture A8SS106**

Globalisation and Culture is an advanced sociology module which encourages learners to think critically about current social, cultural and economic processes. Through an exploration of various case studies and practical examples, learners will analyse the ways in which globalisation impacts everyday life across the world. A range of sociological theories and concepts will be applied to enable learners to consider the ways in which culture is both shaped by, and at the same time is instrumental in shaping, contemporary forms of globalisation. Thus, learners will be asked to contemplate the relationship between local and global norms, values and lifestyles in an ever transforming world. Particular attention will be paid to the ways in which globalisation is influencing social and cultural change in contemporary Ireland.

### **Exploring social Theories A8SS108**

This module introduces the learner to the scientific element of 'theorising' in Social Sciences. To this end they are exposed to the societal need for 'thinking for the society'. The learners also discover the critical thinking process which results in creation of theories aimed at explaining, regulating, shaping, mediating and moderating individual and collective social behaviour. Learners will be encouraged to reflect on their own thoughts and biases to develop greater ability for critical thinking. This module will link with other modules in Sociology, Psychology, Criminology, Economics as well as the final research project.

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### **Behaviour Science A8PS104**

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.

### **Health Psychology A8PS056**

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 tradition 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 physical health realm in the context of the biopsychosocial approach.

### **The Age of Extremes A8GA102**

Learners will examine the ideological, geopolitical and economic factors which shaped the interwar period, including interactions between fascism, communism and democracy. This module will place a particular emphasis on historiography and the competing approaches and arguments of historians.

### **Northern Ireland A8GA104**

This module offers a fully integrated history of Northern Ireland. It will provide learners with a multidimensional perspective on Northern Ireland and, moreover, on the fissure that has defined, and that continues to define, its society. To achieve this, it will deconstruct the 'monolithic' unionist and nationalist identities; and the reactive nature of those identities, as well as the legacy of grievances that both communities bear towards each other, which must be reconciled by the peace process. Finally, the module will put a premium on the centrality of primary source material in the conduct of this analysis, and the very sophisticated use of secondary sources to facilitate their interpretation, being ever mindful of the heightened subjectivity that there is when 'writing the history' of a contested society.

### **Magazine Production A8JL124**

This module develops the practical explorations of magazine construction, for both print and online upload, and allows the students to experience the media in general, and print media more specifically,

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in a 'newsroom' atmosphere. The particular topics are explored for the structure of language, social relevance practical usage of the layout programme In Design and teamwork. This module is interactive and integrative as the topics overlap, creating a broad understanding of various sections of today's world and the role print products and online magazines plays in it. This module is a continuation of Sub-Editing I and deepens the knowledge and practical usage of the design programmes, ensure a skill set that will lead to employability and understanding of the importance of cross-skilling and staying current.

### **Advanced News and Broadcast Methods A8JL118**

Learners will cover the techniques and skills used by experienced journalists on print and broadcast news assignments. The module will address advanced levels of reportage, showing how stories are covered and original self-sourced copy is generated. This will be supplemented by showing how to get stories via Freedom of Information and equipping learners with the resources they need to attend public hearings and cover them.

The module will explore voice control, script and running order presentation as well as the writing and technology skills used for broadcast journalism. Finally, learners will consider whether to specialise in print or broadcasting upon graduation and prepare a portfolio for prospective industry employers.

### **Online Journalism A8JL028**

Learners will explore the differences and similarities between old and new media and the advances in technology that have made it possible to reach diverse multimedia users. The module will outline how digital technologies make it possible for a news story to be created and changed for use on different media platform and consumed by diverse audiences almost immediately. Learners will consider how traditional media have been overtaken by independent media publishers as trends such as citizen journalism, blogging, crowd-sourcing and social networking prosper.

### **Sexuality I A8PP144**

This module will introduce learners to key psychoanalytic concepts and approaches to theories of human sexuality. This learning is further supported via paradigmatic case material.

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## School of Arts

### Spring Semester Options

#### Level 1

##### Introduction to Literature (Fiction & Poetry) AGGA108

This module offers an introduction to the formal analysis and contextual study of literature through a close examination of a small number of poetic and fictional texts. Throughout the module the focus will be on the development of skills of practical criticism and close reading, on understanding the relation between text and context, and on encouraging use of secondary reading.

##### Information Technology for Journalism A6JL102

This module introduces learners to the fundamentals of information technology, enabling learners to describe the nature and role of the hardware and software components of computers. It provides learners with good file management techniques and the ability to use the features and functions of a modern operating system environment. It develops in learners the ability to create, edit, store and print documents using word processing and desktop publishing software, and provides learners with an appreciation of the social, legal, moral and security/privacy concerns emanating from the growth of Information and Communications Technologies.

##### The Moving Image A6FM110

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.

##### 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.

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### **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.

### **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.

### **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

### **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 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.

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## Level 2

### 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.

### 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.

### The Making of Modern Ireland 1922-2000 A7GA106

This module allows learners to survey the history of independent Ireland from the Treaty to the year 2000, examining politics, economics, culture and society in the state. The module examines problems faced by successive governments (including economic development, emigration, North-South and British-Irish relations and threats to the state) and how administrations responded, or failed to respond, to them. During the module learners examine the influence of ideologies, individuals and interest groups over the decades will be examined.

### Literature in Contexts II A7GA114

This module provides a historical survey of the development of poetry and the novel over the course of the nineteenth century and into the Modernist period around the end of the nineteenth and beginning of the twentieth centuries.

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### 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.

### Layout and Design A7JL110

This module develops thematic explorations of magazine construction, for both print and online upload, and allows them to experience the media in General, and print media more specifically, through practical and social aspects of the industry and how it effects social interaction. The particular topics are explored for the structure of language, social relevance practical usage of the layout programme InDesign and team work. This module is interactive and integrative as the topics overlap, creating a broad understanding of various sections of today's world and the role print products and online magazines play in it.

### Innovation and Entrepreneurship A7LL102

Innovation is today becoming a watchword for how knowledge can develop ideas into new products, services and structures for commercial growth, improved delivery and profit. The course is delivered in an interactive fashion with seminars, practical investigations and guest lectures with successful entrepreneurs and business people using real-world scenarios and cases.

### 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.

### Fundamentals of Biopsychology A7PS102

Biopsychology is an area of Psychology that takes a biological approach to understanding behaviour. Biopsychologists 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

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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.

### **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.

### **Political and Economic Issues for Social Studies A7ST120**

This module explored the theoretical approaches and empirical foundations of Irish contemporary state society relations and how political power is distributed between state and society. Theories of citizenship, participative democracy and social movements will be explored and the concept of an economy will be defined and explored in its role with society.

### **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.

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## Level 3

### 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.

### 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 spatial 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.

### Journalism Expertise A8JL114

This module examines, explains and discusses the key academic and popular debates associated with how we think about women's magazines and sports journalism. It also examines the area of financial journalism and the interpretative and written skills needed for a career in the business press corps.

### Online Analytics A8JL112

The Online Analytics module provides students of Journalism with an understanding of how tracking, analysing and interpreting data informs overall digital strategy and channel selection.

### Lifelong Learning A8LL102

The transition from college is equally important to the transition to college. This module recognises both diverse range of options and the development stages of individual learners from many backgrounds. This module builds on the Learning to Learn, Communications for Personal Success, Employability Skills and Employability in Action modules. A focus on professionalism in approach, planning and behaviour as DBS graduates is central. The engendering of the DBS graduate characteristics of self-reliance, independence, positivity and adaptability are the ethos of the module.

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### Research Design in Psychology A8PS044

The module is designed to engage the learner in understanding central components of psychological investigation including quantitative and qualitative research design, reliability and validity, threats to internal validity. In addition, the module equips the learner with the practical skills necessary to develop and test a psychological research question, reflecting upon the outcome of the analyses and disseminate the associated findings in both written and oral form.

Learners will be introduced to common psychological instruments used in data collection. Moreover, the learner will engage with a variety of current research papers and will be empowered to think critically and sceptically about research questions, methodology, statistical analysis and representation of findings.

### Biopsychology A8PS050

The module outlines the principles of psychopharmacology, and describes how psychoactive drugs affect mood and behaviour through action on the brain and body. The influence of various classes of drugs on a range of psychiatric and neuropsychological disorders and conditions, in addition to addiction, will be discussed. Drug development and the use of drugs across the lifespan will also be addressed.

### Abnormal Psychology A8PS052

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.

### Behaviour Analysis A8PS132

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 number of contexts. The module will include an overview and discussion of behavioural principles, how these principles integrate with regard environmental control, and how these principles underpin development of adaptive and maladaptive behaviour. Knowledge acquired from this module will provide a foundation for learners to pursue further study at postgraduate level in both basic and applied fields of psychology.

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### 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.

### From History Student to Historian A8GA106

This module takes those researching and writing skills that history students have gradually developed over the previous two years, and hones and perfects them so that they aspire to a professional standard.

### 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

### Quantitative and Qualitative Analysis A8PS134

The study and practice of psychology requires strong research methodology and statistical skills. This module builds upon the introductory module in first year, Data Analysis and Computing, where learners were introduced to descriptive and inferential statistics. This current module addresses the analysis of data through quantitative and qualitative methods at a more advanced level. This will equip learners with the appropriate critical and analytical skills in assessing data in research, both in this module, and across all other modules, along with the application of these skills as part of their final year research project. Contact hours will consist of lectures and practicals where learners complete worksheets relevant to the topic covered in class.

### Sexuality II A8PS114

This module advances learners' knowledge of psychoanalytic theories of human sexuality. Supported via key clinical case material, learners will encounter the psychoanalytic approach to the gendered division of the sexes, the sexual relation and its vicissitudes therein.

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**Modelling Cognitive Systems A8PS130**

The module is designed to expose the learner to advanced concepts and research in cognitive psychology. Building on Fundamentals of Cognitive Psychology, the module will further explore some of the most central topics in the field, showcasing recent advances in methods and models and highlighting for the learner the gaps in knowledge that still persist. Understanding human behaviour through a cognitive approach involves the identification of constructs, the development of mechanisms and processes which culminate in complex, dynamic and interacting systems. The module will cover top-down, bottom-up and non-linear approaches, illustrating for the learner that modelling cognition is often abstract and always conceptual.

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# School of Business & Law

## Spring Semester Options

### Level 1

#### 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.

#### 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.

#### 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.

#### 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

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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.

#### **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.

#### **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.

#### **Learning to Learn B6LL100**

This module is intended to provide a transition to third-level education. It builds on learners' previous formal and informal learning and learning environments to stimulate reflection, curiosity and interest in the discipline and the enjoyment of learning. It will equip learners with the practical study skills and strategies to adapt and thrive as individuals, and in teams in a third-level environment. It will introduce learners to the library resources and IT systems and to academic writing skills required to present assignments in an articulate format. It will provide a basis for the development, practice and application of skills and competencies in other modules.

#### **Communication for Personal Success B6LL102**

This module is intended for learners to practice, rehearse and improve their oral and written communication skills. In a team, learners will work creatively to frame considered responses to specific business contexts using defined theoretical concepts. The skills and competencies achieved in this module will further provide a foundation for development, practice and application of skills and competencies in concurrent and future modules.

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### **Beginners Chinese and Chinese Culture B6LA009**

This module is designed for beginners in Chinese language, starting with pronunciation and guiding learners in grasping essential Chinese vocabulary and the skills of simple conversations. The cultural context in which the language is used is also included. This module is designed to facilitate intercultural communication in the future when learners have contact with Chinese people. Learners will also be introduced to the fundamental philosophies of Confucius and Chinese folk customs/traditions and the basics of the Chinese language including: the Chinese Romanization phonetic system - Pinyin and the Chinese Radical (bushou) components.

### **Spanish B6LA008**

In this module, learners are helped to evaluate, monitor and take charge of their individual progress in acquiring and improving their Spanish language skills especially as it relates to its use in the global business environment. . A number of background topics (geography and climate, education, culture and society) form the unifying themes which integrate the four language skills of listening, speaking, reading and writing.

### **Marketing Communications B6MK102**

This is an intensive study and application of integrated marketing communications strategy in the context of the sales and selling and the international business environment. The module will familiarise learners with contemporary issues in developing marketing communications strategy and enables learners to apply marketing communications theory to an actual industry example. This equips learners with the skills and knowledge to exercise judgement in identifying the most appropriate combination of marketing communication tools to address specific challenges in company contexts.

### **Tourism Marketing B6MK106**

This module will provide learning, knowledge and exposure to practical applications at an intellectual level appropriate for a Level 6 course. The module bridges the gap between the theoretical processes and actual marketing practice in the Irish context. The aim of this module is to provide learners with a balance of concepts, principles and processes drawn from the study of contemporary tourism marketing. The module aims to develop competent, adaptable and independent marketing oriented junior level employees capable of providing support for marketing direction in the tourism industry: tourism centres, tour operators, travel companies and agents, tourist attractions and the general tourism and hospitality sector.

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### **Sales & Selling B6MK101**

This module aims to develop an understanding of management thinking on best practice in sales and of contemporary trends influencing selling and sales management whilst also broadening learner understanding of the role of sales. The course develops critical skills in analysing sales issues and sales situations and develops an understanding of the steps in preparing and implementing sales plans, and of developing individual customer relationships.

### **Business Accounting B6AC046**

Business Accounting gives a broad overview of the underlying components of financial accounting that pertain to a modern business. It focuses on the accounting system and the preparation and interpretation of financial accounting statements. It enhances learners' knowledge of financial accounting and analysis by introducing them to another European system. Further it expands the learners' understanding in the areas of sourcing finance and international finance.

### **Multinational Business: Theory & Practice B6EC014**

This module provides an economic, political and legal underpinning to the study of International Trade with a strong focus on the operations of multi-nationals. It provides individuals with an understanding of the organisations they may work for in administering international business across legal and national boundaries.

### **Event Planning and Operations B6MK107**

This module presents a template for planning and executing special events in a professional manner. It takes the learners through every aspect of the organisation and planning of a successful event whether it is a product launch, sales meeting, corporate hospitality or gala fund-raiser.

### **Economic and Social Aspects of Irish Society B6EC010**

This module provides the context for study of business operations in Ireland; this interpretative module explores key economic, social and political milestones in which an international learner can assimilate previous learning with new learning in their chosen discipline.

### **IT Skills for Business (Law) B6IS102**

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

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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

### **Business English Communications Skills B6LA010**

To prepare students to address business communication situations encountered in their careers through the writing of memoranda, letters, reports, resumes, electronic messages; manuals with terms, mechanisms and instructions; process analysis; proposals; web portfolios; delivering oral presentations, in order and to foster critical thinking and problem-solving skills through the writing of effective communication for assigned business scenarios / situations.

### **Personal Development B6LL103**

This module is designed to encourage and support the personal skills and development of the learner. It aims to provide the learner with the skills and knowledge to enable them to articulate personal goals and evaluate progress toward their achievement. It's' purpose is to engage learners in self-assessment of personal development and to enable learners to achieve effective participation in groups and teams. It will also seek to enable learners to create a personal learning and development plan demonstrating skills, competencies and reflection.

### **The World of Work B6LL107**

This module is intended to prepare learners plan for their transition to the world of work. This practical module will introduce learners to their rights and responsibilities as future employees and employers help them research possible career options and develop insights into ethical and psychological issues in the workplace. It will help to equip learners with the skills to research career options in a structured manner and will provide learners with an understanding of the rights and responsibilities of employers and employees. It will also seek to develop in the learner a critical awareness of ethical and psychological issues in the workplace.

### **Sales Industry Projects B6MK103**

The overall aim of the module is to consider the role of a research project in a Sales or related area of operation and to develop the managerial skills of project management. Develop the students managing, planning, organising, leading, controlling, and communications skills as an operative or administrator undertaking a research project.

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### **Multinational Business Projects B6RS003**

The overall aim of the module is to consider the role of a research project in International Business or related area of operation and to develop the managerial skills of project management. Develop the students managing, planning, organising, leading, controlling, and communications skills as an operative or administrator undertaking a research project.

### **Tourism Research Project B6RS009**

The overall aim of the module is to consider the role of a research project in a Tourism or related areas of operation and to develop the managerial skills of project management. Develop the students managing, planning, organising, leading, controlling, and communications skills as an operative or administrator undertaking a research project.

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## Level 3

### Services Marketing B8MK104

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.

### Consumer Analysis B8MK100

Consumer analysis is a module that endeavors 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 behavior theory into practice.

### Strategic Management B8MN100

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.

### International Marketing B8MK106

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.

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**Human Resource Management B8MN104**

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.

**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.

**Data Management & Analytics B8IS100**

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.

**Marketing Research B8MK102**

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.

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### **Employability in Action B8LL100**

This is a module to improve DBS graduate employability through learner actions. Learners are required to research the labour market and are supported in working towards achieving their desired career outcome by specialised staff and module tutors. The ability of learners to critically reflect on their personal skills development and apply this to other learning activities will be enhanced.

Being in possession of employer-relevant knowledge, skills and attitudes is not enough for a learner to enter and move within the labour market, and to realise their potential. Learners need to be capable of exploiting their assets, of marketing them and selling them. This module will task students with the development of an integrated and personal strategy to market their skills, competencies and personal attributes for success.

### **Lifelong Learning B8LL102**

The transition from college is equally important to the transition to college. This module recognises both diverse range of options and the development stages of individual learners from many backgrounds. This module builds on the *Learning to Learn*, *Communications for Personal Success*, *Employability Skills* and *Employability in Action* modules. A focus on professionalism in approach, planning and behaviour as DBS graduates is central. The engendering of the DBS graduate characteristics of self-reliance, independence, positivity and adaptability are the ethos of the module.

### **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.

### **Professional Skills for Personal Development B8LL104**

This is a module to improve DBS graduate employability through learner actions. Learners are required to research the labour market and are supported in working towards achieving their desired career outcome by specialised staff and module tutors. The ability of learners to critically reflect on their personal skills development and apply this to other learning activities will be enhanced. In addition to being in possession of employer-relevant knowledge, skills and attitudes is not enough for a learner to enter and move within the labour market, and to realise their potential, learners need to be capable of exploiting their assets, of marketing them and selling them. This module will task learners with the development of an integrated and personal strategy to market their skills, competencies and personal attributes for success.

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