

APPROVED

Master of Science in International Business
Faculty of Business and Humanities

Award Class					
Awards					
MSc					
Programme Code	CR_BIBUS_9	Mode of Delivery	Full Time	No. of Semesters	3
NFQ Level	9	Embedded Award	No	Programme Credits	90
Next Review Date					
Review Type				Date	
Programmatic Review				01/09/2025	
Department	MARKETING & INTERNATIONAL BUSINESS				
Field of Study	3450 - Business & Management				

Programme Outcomes

Upon successful completion of this programme the graduate will be able to demonstrate... :

#	PO Domains	Programme Learning Outcome
PO1	Knowledge - Breadth	demonstrate broad understanding of significant features of business relating to internationalization of commercial organisations.
PO2	Knowledge - Kind	explore, evaluate and analyse critical perspectives on the international business environment while maintaining a strong ethical perspective.
PO3	Skill - Range	applicability of skills across marketing, business development, technological engagement, strategy and other key business practices.
PO4	Skill - Selectivity	analyse and evaluate complex, multi-faceted problems drawn from the international business environment.
PO5	Competence - Context	apply concepts and knowledge from an evolving and complicated global context building upon their own extant knowledge.
PO6	Competence - Role	act constructively in a variety of structures (including teams) to complete tasks while fulfilling various roles.
PO7	Competence - Learning to Learn	their autonomy to control their own personal development through inquiry, reflection and investigation.
PO8	Competence - Insight	synthesize their knowledge, skills and attributes in a manner that ensures a rounded perspective on the global business environment.

Semester Schedules

Year 1 / Semester 1

Mandatory				
Code	Title	Module Coordinator	Version	Credits
ACCT9001	Financial Management & Systems	Claire OSullivan Rochford	2	5
MRKT9027	Global Business Development	Katie Power	1	5
MRKT9010	Global Marketing Management	Katie Power	2	5
MGMT9035	Innovation Mgmt & Creativity	Katie Power	2	5
MGMT9036	Seminar Series (International)	Katie Power	4	5
MGMT9034	Strategic Thinking	Katie Power	3	5

Year 1 / Semester 2

Mandatory				
Code	Title	Module Coordinator	Version	Credits
ECON9001	Economics of Global Markets	CAROLINE O REILLY	5	5
MGMT9075	Global Management & Projects	Katie Power	1	5
PLAC9017	International Bus Field Trip	Katie Power	2	5
MRKT9012	Sustainable Business Practice	Katie Power	2	5

Elective				
Code	Title	Module Coordinator	Version	Credits
APEX8010	Approved External Study - 10 Credits	STEPHEN CASSIDY	1	10
APEX8005	Approved External Study- 5 Credits	STEPHEN CASSIDY	1	5
MRKT9013	Digital Environment	Katie Power	1	5
MRKT9014	People Management Strategies	Katie Power	3	5
MGMT9053	Supply Chain Strategy	Katie Power	2	5
MGMT9037	Tech Mgt in Global Business	Katie Power	2	5

Year 1 / Semester 3

Mandatory				
Code	Title	Module Coordinator	Version	Credits
MRKT9016	Applied Consultancy Project	Katie Power	3	20
MGMT9038	Business Environment Simulatio	Katie Power	1	10