APPROVED

Bachelor of Business in Business Technology and Communications
Faculty of Business and Humanities

Award Class	
Awards	
BBus	

Programme Code	CR_BBTCO_7	**Mode of Delivery**	Full Time, Part Time, ACCS	**No. of Semesters**	6
NFQ Level	7	**Embedded Award**	No	**Programme Credits**	180

Next Review Date	
Review Type	*Date*
Programmatic Review	01/05/2025

Department	ORGANISATION & PROFESSIONAL DEVELOPMENT

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	A knowledge of the theory, principles, processes and techniques pertaining to the development, support and maintenance of core business disciplines, meeting appropriate industry standards and regulations.
PO2	Knowledge - Kind	Familiarity with and ability to critique current theory and practices in the field of Business, Technology and Communications and the ability to integrate theory with practical skills.
PO3	Skill - Range	The ability to analyse business problems from various domains, use technology to design and present appropriate solutions and implement the solution to agreed standards.
PO4	Skill - Selectivity	The ability to act as a team leader and member, analyse problems and apply creativity in designing and implementing solutions in a variety of business functions.
PO5	Competence - Context	The ability to coordinate and supervise people and projects in a business role and maintain and develop associated activities meeting industry norms and standards.
PO6	Competence - Role	The ability to work ethically and professionally as an individual or within a team with the capacity for leadership exercising responsibility and good judgement.
PO7	Competence - Learning to Learn	The ability to exploit available resources for self learning, to learn from experience and to identify his/her need for further skill or educational development.
PO8	Competence - Insight	The ability to articulate the wider social, political and business contexts within which the Business professional operates and the need for high ethical and professional standards in one's work and in particular towards people and the environment.

Semester Schedules
Year 1 / Semester 1

Mandatory				
Code	Title	Module Coordinator	Version	Credits
ACCT6005	**Accounting for Small Business**	Claire OSullivan Rochford	6	5
CMOD6004	**Communication with Technology**	Breda O Dwyer	1	5
CMOD6001	**Creativity Innovation&Teamwork**	MARESE BERMINGHAM	3	5
INFO6005	**Intro to IS for Business**	Claire OSullivan Rochford	6	5
MRKT6004	**Introduction to Marketing**	Katie Power	6	5
INFO6019	**Web Design Fundamentals**	Breda O Dwyer	3	5

Year 1 / Semester 2

Mandatory				
Code	Title	Module Coordinator	Version	Credits
ACCT6006	**Costing for Small Business**	Claire OSullivan Rochford	6	5
INFO6012	**Database for Business**	Claire OSullivan Rochford	5	5
MATH6051	**Essential Maths& Stats for Bus**	David Goulding	1	5
SECR6006	**Management Fundamentals**	Breda O Dwyer	4	5
CMOD6005	**Workplace Collaboration**	Breda O Dwyer	1	5

Elective				
Code	Title	Module Coordinator	Version	Credits
MRKT6018	**Contemporary Business**	CAROLINE O REILLY	2	5
MGMT6053	**Entrepreneurial Mindset**	CAROLINE O REILLY	3	5
FREE6001	**Free Choice Module**	PAUL GALLAGHER	3	5

Year 2 / Semester 1

Mandatory				
Code	Title	Module Coordinator	Version	Credits
INFO6021	**Business Info Technology**	Breda O Dwyer	4	5
CMOD6006	**Effective Communication**	Breda O Dwyer	1	5
MGMT6028	**HRM in Contemporary Business**	CAROLINE O REILLY	4	5
ACCT6028	**Integrated Financial Systems**	Breda O Dwyer	1	5
MGMT7062	**Introduction to Supply Chain**	CAROLINE O REILLY	4	5
ECON7007	**Principles of Economics**	CAROLINE O REILLY	4	5

Year 2 / Semester 2

Mandatory				
Code	Title	Module Coordinator	Version	Credits
SECR6003	**Applied Business Management**	Breda O Dwyer	5	5
INFO6032	**Business Data Management**	Claire OSullivan Rochford	4	5
LEGS6012	**Business Law**	Katie Power	3	5
MRKT6024	**Media Publishing in Work**	Breda O Dwyer	1	5
MGMT6029	**Professional HR Practice**	CAROLINE O REILLY	3	5

Elective				
Code	Title	Module Coordinator	Version	Credits
FREE6001	**Free Choice Module**	PAUL GALLAGHER	3	5
MRKT6004	**Introduction to Marketing**	Katie Power	6	5
MRKT6005	**Marketing Strategy Principles**	Katie Power	4	5
MGMT7065	**Supply Chain Optimisation**	CAROLINE O REILLY	4	5

Year 3 / Semester 1

Mandatory				
Code	Title	Module Coordinator	Version	Credits
MRKT7022	**Digital Mktg, SEO & Analytics**	Breda O Dwyer	2	5
INFO7011	**IT for Business Professionals**	Claire OSullivan Rochford	1	5
MGMT7077	**People Management Strategies**	CAROLINE O REILLY	1	5
MGMT7022	**Web Publishing**	Breda O Dwyer	5	5

Elective				
Code	Title	Module Coordinator	Version	Credits
MRKT7013	**Advertising and Promotion**	Katie Power	5	5
LEGS7005	**Aspects of Employment Law**	Katie Power	3	5
FREE6001	**Free Choice Module**	PAUL GALLAGHER	3	5
MGMT6045	**International Communication**	Katie Power	3	5
MGMT7024	**Public Relations**	Breda O Dwyer	4	5

Year 3 / Semester 2

Group Elective 1				
Code	Title	Module Coordinator	Version	Credits
MGMT6044	**Cultural Studies**	Katie Power	5	5
MGMT7075	**Emerging & New Markets**	Katie Power	2	5
MRKT7020	**International Market Launch**	CAROLINE O REILLY	3	10
MMED8023	**Media Presentation**	VALERIE RENEHAN	4	5
MGMT8043	**Seminar Series**	Katie Power	4	5

Group Elective 2				
Code	Title	Module Coordinator	Version	Credits
APEX8030	**Approved External Study - 30 C**	Ted Scully	1	30

Group Elective 3				
Code	Title	Module Coordinator	Version	Credits
PLAC7020	**Industry Placement**	Breda O Dwyer	3	30