

Dublin Business School (DBS) and
DBS School of Arts

Course Catalogue

2017/2018



DBS

Please consult your Student Advisor for approval for all courses. All courses are run subject to demand. Dublin Business School reserves the right to alter or withdraw any of the courses or programmes described in this document. While every effort has been made to ensure the information contained in this document is correct, the College is not liable for any errors and omissions.

How to use this catalogue and record your choices

1. Choose your electives modules/course in order of preference 1 to 10 (the most important first (Number 1), the least important = Number 10)
2. Include the module or course code
3. Indicate the exact number of modules or courses required

Number of Courses/Modules Required	<insert> <insert>	
Choice	Title	Code
Example	Introduction to Politics	A6AR004
1		
2		
3		
4		
5		
6		
7		
8		
9		
10		
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School of Arts Fall Semester Options

		Total Effort Hours	Contact Hours	Hours of Independent Work
History and Schools of Psychology	A8PS032	125	24	101
Personality and Individual Differences	A8PS054	125	24	101
Social Psychology	A8PS124	125	24	101
Data Analysis and Computing	A8PS126	125	24	101
Fundamentals of Cognitive Psychology	A8PS128	125	24	101

Students taking these courses will attend classes with students of NFQ level 8 courses. (These are not Masters Level courses).

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School of Arts Fall Semester Options

Module	Code	Pre-requisite	Total Effect Hours	Lecture Hours	Hours of Independent Work
Psychopathology	A9PP138		125	24	101
Basic Concepts in Psychoanalysis	A9PP156	An honours degree in a cognate area	125	24	101
Approaches to Theory and Treatment of Addiction	A9PP158	An honours degree in a cognate area	125	24	101
Transference Issues in Addiction Treatment	A9PP160	An honours degree in a cognate area	125	24	101
Addiction Psychopharmacology	A9PP174		125	24	101
Applied Neuroscience	A9PS100	Undergraduate qualification in Psychology 2:1 or above	250	48	202
Life Transitions and Interventions	A9PS102	Undergraduate qualification in Psychology 2:1 or above	250	48	202
Professional Issues and Ethics in Applied Psychology	A9PS104	Undergraduate qualification in Psychology 2:1 or above	250	48	202
Leadership and Organisational	A9PS110	Undergraduate	125	24	101

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Development		qualification in Psychology 2:1 or above			
Psychometric Assessment	A9PS112	Undergraduate qualification in Psychology 2:1 or above	125	24	101
Public and Community Health	A9PS114	Undergraduate qualification in Psychology 2:1 or above	125	24	101
Positive Psychology in Practice	A9PS118	Undergraduate qualification in Psychology 2:1 or above	125	24	101
Advanced Research Methods and Analysis	A9RS100	Undergraduate qualification in Psychology 2:1 or above	250	48	202
Research Methods I	A9RS108		125	24	101

Students taking these courses will attend classes with students of NFQ level 9 courses.

Pre-Requisites can apply to some modules. Module selection and pre-requisites will be reviewed on application.

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School of Business and Law Fall Semester Options

		Total Effort Hours	Contact Hours	Hours of Independent Work
Economics	B8AF118	125	35	90
Business ICT	B8IS142	125	35	90
Lifelong Learning	B8LL102	125	35	90
Legal Issues for Business	B8LW118	125	35	90
Marketing	B8MK112	125	35	90
Management and Organisational Behaviour	B8MN110	125	35	90

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School of Business and Law Fall Semester Options

		Total Hours	Contact Hours	Hours of Independent Work
Corporate Financial Management	B9AC102	250	48	202
International Financial Reporting *	B9AC108	125	24	101
Quantitative Applications for Finance	B9AC112	125	24	101
Advanced Databases	B9IS100	125	24	101
Information Systems Development	B9IS114	250	48	202
Software Engineering	B9IS118	250	48	202
Theory of Cloud Computing	B9IS120	250	48	202
Web and Mobile Technologies	B9IS122	125	24	101
Information Technologies	B9LM100	250	48	202
The Teaching Librarian	B9LM102	125	24	101
Records Management and Information Rights	B9LM104	125	24	101
Innovation and Change Management	B9MG074	125	24	101
International Management	B9MG116	125	24	101

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Personal and Professional Development	B9MG122	125	24	101
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** Must have studied Financial Accounting using IFRS.*

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School of Business and Law Fall Semester Options

		Total Hours	Contact Hours	Hours of Independent Work
Project Management Tools and Techniques	B9MG126	250	48	202
Strategic Management and Leadership	B9MG128	250	48	202
Strategies for Human Resources	B9MG132	250	48	202
Marketing Analysis	B9MK053	125	24	101
Integrated Marketing Communications in a Digital Age	B9MK106	250	48	202
The Changing Consumer	B9MK116	125	24	101
Strategic Marketing Management	B9MK120	250	48	202
Performance Driven Marketing	B9MK110	125	24	101
Financial Analysis	B9AC106	125	24	101
Business Strategy	B9MG100	250	48	202
Developing Content for the Cloud	B9IS108	250	48	202

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Operation and Governance of Financial Markets	B9AC110	250	48	202
Marketing Innovations	B9MK114	250	48	202

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School of Business and Law Fall Semester Options

		Total Hours	Contact Hours	Hours of Independent Work
Performance and Reward Management	B9MG120	250	48	202

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School of Arts

Fall Semester Options

History and Schools of Psychology A8PS032

This module introduces learners to the philosophical underpinnings of Psychology with particular reference to the early Greek philosophers, Descartes and William James. Lectures then focus on the key schools within Psychology including Evolutionary Psychology, Behaviourism, Gestalt, Psychoanalysis and Humanistic Psychology.

Personality and Individual Differences A8PS054

This module provides an overview of the different theoretical perspectives used in Psychology to understand individual differences in personality and intelligence. It also aims to provide learners with an understanding of how the theoretical and empirical findings can be applied to the work environment.

Social Psychology A8PS124

This module provides the main 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 discussed and will provide the foundation from which to assess empirical research. In addition, the applied nature of Social psychology will be emphasised to further assess, understand and ameliorate issues within the real world setting. The module is delivered in lectures providing interactive learning opportunities.

Data Analysis and Computing A8PS126

The study and practice of psychology requires strong research methodology and statistical skills. This module is an introduction to descriptive and inferential statistics employed in psychological research. Learners are introduced to the software package SPSS where they develop skills in entering data in the appropriate manner, describing data through charts and descriptive statistics, and then analysing data through inferential statistics. 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.

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Fundamentals of Cognitive Psychology A8PS128

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.

Psychopathology A9PP138

This module examines psychopathology in terms of seminal psychoanalytic texts on the family, infantile neurosis, anxiety and on psychosis. These texts continue to guide and inform psychoanalytic practitioners and it is essential that learners become very familiar with them.

Basic Concepts in Psychoanalysis A9PP156

This module provides an exploration and critical evaluation of those concepts of psychoanalysis that are most relevant for a psychoanalytic (and predominantly Freudian/Lacanian) understanding of addiction. This module starts off with an examination of the problem of diagnosis in the field of mental health. Then an in-depth investigation will take place of fundamental concepts such as the Oedipus Complex, the Castration Complex, the identity of the subject and Lacan's crucial clinical concept of jouissance. The module will finish with a thorough exploration of a diagnostic system based on Freud and further elaborated on by Lacan showing why it is highly relevant and effective for the treatment of addiction.

Approaches to the Theory & Treatment of Addiction A9PP158

This module provides an introduction to, and critical evaluation of, the main approaches within the addiction field. This module follows a multi-dimensional approach to addiction through examination of the major theoretical perspectives: medical, psychotherapeutic, psychological, psychoanalytic and social. Putting theory into practice is another emphasis within this module.

Transference Issues in Addiction Treatment A9PP160

This module seeks to provide learners with knowledge of the fundamentals of the psychoanalytic orientation that can be applied to working therapeutically within the addiction field. The importance of the transference relationship between clients and their counsellors is emphasised.

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Addiction Psychopharmacology A9PP174

The module provides an overview of the nervous system at gross and cellular levels, and outlines the principles of psychopharmacology, describing how a range of psychoactive drugs affect mood and behaviour through action on the brain and body.

Applied Neuroscience A9PS100

This module covers neural structure and communication, and contrasts the methods employed in neuroscience and clinical neuropsychology. It explores how neural mechanisms are recruited and modulated in both prescription and recreational drug use. The neuropsychologist's role in clinical assessment and diagnosis will also be outlined. Brain recording and imaging will be covered with reference to landmark studies which highlight functional specialisation in the brain. Furthermore, learners will be instructed on the relatively new 'multi-modal' approach to exploring brain-behaviour interactions. The latter part of the module will aim to balance the theoretical and methodological content with the application of knowledge gained from these methods across a variety of areas. With specific issues regarding psychotherapy, education practices, financial provision and criminal responsibility, learners will evaluate the contribution neuroscience has made to psychological theory and practice. Throughout this module learners will consider the ethical use of new technologies while assessing the advantages and limitations of their use

Life Transitions and Interventions A9PS102

This module adopts a cross-cultural approach as it explores the major developmental milestones from a variety of theoretical perspectives, and how they can be applied in the real world. For example, early developmental milestones can be used to inform parents and educators in their interaction and care of children and early interventions can be developed to support those showing impairment or delay. Further intrapersonal transitions include starting college; entering the workplace; redundancy; retirement. Learners will gain an insight into the psychological research underpinning interventions that facilitate change. Identity features heavily in these transitions and interventions. Additionally, learners will cover interpersonal transitions and interventions (e.g. anti-bullying campaigns, relationship counselling, parenting education, issues around palliative care and bereavement). By the end of this module, learners will be able to analyse, evaluate, and apply psychological theories, concepts, and processes of human development to difficult life transitions and crises.

Professional Issues and Ethics in Applied Psychology A9PS104

This module serves to provide both a deeper understanding of how Psychology can be applied in various settings, as well as appraising the professional and practical issues. Further the module will provide the environment to assist the learner to apply ethics in a given situation whether in practice or in research.

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The importance of the multidisciplinary team and the skills needed to provide leadership and teamwork will be appraised. Learners will be encouraged to scrutinise both Irish and international government legislations, policies and the psychologist's responsibilities to themselves, their profession and society. In addition, this module will allow debate on how societal norms and attitudes have changed, and how psychology, particularly applied psychology, is viewed today. The ethical needs and concerns of the more vulnerable populations, such as children and those with special needs, will be considered. Furthermore this module will examine the changing role of the psychologist in various applied settings, preparing the learner for employment within and outside the psychology discipline. Within this module, there is a PPD component as the learner will be encouraged to reflect on their own attitudes and attributions within their professional and personal life.

Leadership and Organisational Development A9PS110

This module familiarises learners with traditional and contemporary psychological theories and styles of leadership. Research and real-life examples will be discussed. Learners will contrast the attributes of leaders and managers with a focus on models of leadership by influence. Contextual influences on good leadership, as well as the consequences of good leadership for the organisation will be explored with a focus on the validity and use of transformational leadership as a construct. The latter part of the module will focus on managing change within an organisation, covering training, development, downsizing, redundancy and human resource management. Learners will explore and evaluate interventions in this regard. On completion of the module, learners will be equipped with knowledge of theory and examples of practice concerning teamwork, hierarchy, competition, communication and employee and public trust and will be expected to reflect on and develop their own leadership skills.

Psychometric Assessment A9PS112

This module introduces students to principals, theory and applications of psychometric testing. Current issues and key empirical contributions within this rapidly developing field are critically examined. Students will become knowledgeable about practical issues surrounding psychometric assessment, including test selection, administration and interpretation. The central roles of qualities such as reliability and validity are examined in depth. Ethical issues surrounding psychometric testing are comprehensively evaluated. This module includes a rigorous presentation of statistical concepts, insights and understandings. Students taking this module may choose to train for the British Psychological Society Occupational testing qualifications, Test User: Occupational, Ability and Test User: Occupational, Personality, leading to eligibility for the EFPA Occupational testing Level 1, Level 2 and Level 3 qualifications accredited by the BPS: Work and Organisational Assessment.

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Public and Community Health A9PS114

This module provides learners with detailed knowledge, and critical evaluation of, of applying psychology to practical issues within the community. In addition to Public and Community Health the module will consider how psychology can influence government decisions. Further the module will look at how psychology can provide theories of social organization fundamental to social governance and utilize these in practical ways to address issues. Over the duration of the module, together with the traditional focus on treating psychological illness, this module will also examine public health promotion. The term 'well-being' will be critically examined while considering how biological, psychological and social factors impact health outcomes in patient and non-patient populations. This module will link theory, research and practice. Network of communication information and identity are examined.

Positive Psychology in Practice A9PS118

This module details the emerging area of Positive psychology (the scientific study of optimal human functioning). Covering the history of the sub-field and contrasting its methods with Humanistic psychology the module aims to demonstrate to learners the application of research and theory to aid governments, educators, health professionals, human resources, sports coaches, psychotherapists, counsellors and life coaches. Factors that enable individuals and communities to thrive will be the focus. Factors include well-being, flow, grit, positive emotions, human strengths, wisdom, creativity, psychological health. On completion of the module learners will be equipped with some of the professional practice skills necessary to foster happier and healthier individuals and positive institutions.

Advanced Research Methods and Analysis A9RS100

This module seeks to develop the learner's knowledge and understanding of the processes underpinning the use of qualitative and quantitative approaches used within master's level research. It provides an overview of the main research philosophies, designs, methods of data collection and sampling, while highlighting the ethical implications of, and the need for rigour in, masters level qualitative and quantitative research. An emphasis is placed on making learners effectively apply research methods and data analysis techniques to psychology-related research questions, while taking into account ethical concerns, when producing an outline research proposal and research plan.

Research Methods I A9RS108

This module seeks to develop the learner's knowledge and understanding of the processes underpinning the use of qualitative and quantitative approaches used within master's level research. It provides an overview of the main research philosophies, designs, methods of data collection and sampling, while highlighting the ethical implications of, and the need for rigour in, masters level qualitative and

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quantitative research. An emphasis is placed on making learners aware of the skills involved in conducting good qualitative and quantitative research, research question generation, and producing an effective outline research proposal at the required level.

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School of Business & Law

Fall Semester Options

Economics B8AF118

The module is designed to expose learners to the economic concepts of free market ideology and those that shape support for greater government intervention; learners 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.

Business ICT B8IS142

The module introduces learners to the role of IS in a business organisation. More specifically, it focuses on how modern businesses use information technology and systems to support business functions and activities. While it is impossible to cover a wide variety of topics in IS / IT in-depth, the module focuses on the key aspects required by a business graduate. This includes practical usage of key software to develop solutions for business requirements. Additionally, the module has been updated to include cloud computing, and business technology decisions therein that impact an organisation.

Lifelong Learning B8LL102

This module recognises both diverse range of options and the development stages of individual learners from many backgrounds. 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.

Legal Issues for Business B8LW118

This module is designed to provide learners with an introduction to how the legal system operates and provide a foundation in the fundamental principles of law relevant to business. It considers various aspects of business law including contract law, tort law, consumer law, employment law and commercial law and demonstrate to learners both the legal constraints and obligations impacting commercial enterprise.

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Marketing B8MK112

This module is an introduction to the various philosophies of marketing. Learners will learn about the theories and concepts that have dominated the field of marketing and will be encouraged to develop a critical view of the various approaches to redesign the new face of Marketing. The new landscape of Marketing is demanding professional marketers to have an intimate understanding of consumers and their behaviours in social contexts in order to make more informed decisions. In this course learners will be asked to think critically by researching a topic in depth and analysing its consequences when designing marketing strategies.

Management and Organisational Behaviour B8MN110

The module gives learners an opportunity to focus in on the aspect of people management and understand the organisational behaviour theories underpinning modern management practice.

Corporate Financial Management B9AC102

This module firstly examines the concept of shareholder wealth maximisation as the primary long term strategic business objective and subsequently focuses on the key financial decisions which influence shareholder wealth. Key decisions examined will include appraising investments, quantifying the risk/return relationship, identifying, evaluating and selecting the appropriate sources of finance and capital structure, the dividend distribution decision and company acquisitions/valuations. While the module will cover both the theory and the practical aspects of corporate finance, the emphasis will be more strategic and applied. Underpinning the module will be a focus on the international, economic, risk, regulatory and ethical factors impacting upon financial decision making.

International Financial Reporting B9AC108

This module will enable learners to develop an ability to apply and critically evaluate Generally Accepted Accounting Practice (legislation, accounting standards and stock exchange requirements). Embedded throughout the module will be an in-depth appreciation of the contemporary issues pertaining to the field, informed by both International Financial Reporting Standards (IFRS) and the wider academic accounting literature.

Quantitative Applications for Finance B9AC112

This module delivers the key mathematical & statistical tools for banking and finance through Microsoft Excel. Classes will be lab-based. The module focuses on data analysis, optimisation of financial functions, and Visual Basic for Applications in Excel (VBA).

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Advanced Databases B9IS100

This module synthesizes the principles and practices involved in the management, retrieval, organization, indexing and storage of large quantities of data. It provides an in-depth understanding of a wide variety of database systems, concepts and state of the art skills in database applications. Learners will learn the concepts of web scale data, how to implement technical solutions and the challenges and benefits associated with webscale data storage.

Information Systems Development B9IS114

This module will provide learners with a critical awareness of the tools and techniques for systems development and knowledge of a number of specific systems development methodologies. The main topics include the phases and methods of systems development; the evaluation of same; the evolution of development methodologies; the organisational context in which systems development takes place and the different types of systems development approaches. These include participative development, soft systems approaches, object-oriented development, structured systems development approaches, data and information-oriented approaches and rapid application development.

Software Engineering B9IS118

This module provides an in-depth understanding and practice in the area of Software Engineering. Learners will learn principles and techniques for requirements, design, development, testing and maintenance of software systems. They will use relevant Computer Aided Software Engineering (CASE) tools to enhance their knowledge. They will also apply software project management and agile principles and techniques associated with professional software development environments.

Theory of Cloud Computing B9IS120

The module provides the theoretical context for study of the important area of cloud computing. There is a critical appraisal of the key drivers and potential pitfalls of cloud computing, along with exploration of the consequences of deploying computer services in this way. Learners are expected to engage in extensive reading and discussion on the topics presented.

Web and Mobile Technologies B9IS122

This module covers a variety of modern Web and Mobile Technologies. It combines the theoretical concepts with the practical skills needed to design, develop and apply major web technologies to build robust, interactive websites. This project-oriented module develops an understanding of the underpinning theories, paradigms, algorithms and architectures for building mobile software applications incorporating social computing.

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Information Technologies B9LM100

The module is designed to give learners an application-orientated experience of strategic issues associated with the application of computer technology to business information management and how this may specifically apply to a library environment. The module provides an introduction to the theory and application behind information and communication technologies in an organisational context and also examines specific technologies used by information professionals. It includes coverage of the development of the use of computer-based information systems with particular emphasis on key issues and emerging technologies such as open source CMS/LMS and Cloud.

The Teaching Librarian B9LM102

This module is designed to develop the learner's expertise in identifying, accessing, evaluating and retrieving information, with a focus on digital information retrieval, evaluation and ethical usage and to train others to both source and use information sources effectively. The learner will be provided with the knowledge, skills, concepts and tools, detailed and applied, necessary to develop, design and deliver information literacy instruction to others. It includes the key theoretical concepts, frameworks, definitions and pedagogical theory underpinning information literacy and library instruction. The learner will be encouraged to develop a critical understanding of these key concepts within the larger context of information society theory.

Records Management and Information Rights B9LM104

This module will introduce learners to the objectives, aims and benefits of records management, with particular emphasis on issues relating to the central role of accurate records in accountability and transparency. Information rights will be addressed with particular reference to Freedom of Information, Data Protection and other legislation by which the public may access the records of government and private institutions, and what impact this can have on good governance, accountability and privacy rights. Learners will be taken through relevant standards, in particular ISO 15489 and will learn how to design and implement effective records management policies and procedures. Learners will address topics such as project planning and resource allocation in the context of successful implementation of records management programmes.

Innovation and Change Management B9MG074

This module provides the context for organisational change and how change is managed within the workplace. Analysing the role of innovation and the importance of managing the change process, it will provide theoretical frameworks, and examine the impact of both planned and unplanned change within organisations outlining how organisations can create and measure innovation.

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International Management B9MG116

This module is designed to equip learners with the knowledge, skills and confidence to take a holistic, environmental, analytical and critical approach to major issues involved in the management of organisations in a global context.

Personal and Professional Development B9MG122

The purpose of this module is twofold. Firstly, this module will assist the learner in making the transition from an undergraduate to a postgraduate course of study. It will highlight to the participant the academic differences between a level eight and level nine programme of study. The module will focus the learner on the expectations of the lecturers and how they can meet these challenges. Secondly, the module aims to improve DBS postgraduate learners' employability and readiness for further research through learner actions. Learners are required to research the labour market or opportunities for further academic development 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 acquired across the programme and apply this to other learning activities will be enhanced. This module will task learners with the development of an integrated and personal strategy to market and communicate their skills, professional competencies and personal attributes for career advancement.

Project Management Tools and Techniques B9MG126

Humans have been involved in projects for millennia ranging from construction, organisation and even warfare. Today, projects are vital for organisational growth and survival and for societal development. This module, as part of a project management stream will equip the learner with key skills in selecting and utilising tools, techniques and methods to help ensure project delivery and quality.

Strategic Management and Leadership B9MG128

This module will provide students with the awareness, knowledge, skills, concepts, and tools necessary to critically appraise and respond to, the increasingly complex, global, volatile, and dynamic context in which organisational strategy formulation and implementation function today by making a detailed evaluative study of the nature of strategy content, and of strategic processes, in a variety of organisational/industry settings designed to enhance learners' business research and problem-solving capabilities with their future career development sharply in focus.

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Strategies for Human Resources B9MG132

The aim of this module is to give the learner a critical insight into people resourcing strategies and talent planning. The contextual and contingent activity of human resourcing strategies is recognised throughout all topics. These variables make it necessary for managers to be aware of the influences of the internal and the external environments - context is key. The module addresses both the breath of HR issues and includes all the activities essential for the acquisition, management and retention of talent from HR planning through to release from employment. An international context is also explored with reference to the transfer of HR practices in foreign locales whilst recognising the importance of culture diversity and managing ethically.

Marketing Analysis B9MK053

Students will be exposed to a variety of marketing case studies where they will have to apply and debate marketing management concepts, after having analysed and diagnosed internal and dynamic external environments.

Integrated Marketing Communications in a Digital Age B9MK106

This module will provide students with a comprehensive overview of contemporary integrated marketing communication in a digital age. It examines the evolution of the promotional mix to date and the challenges marketers face in a changing business environment. This module, underpinned by principles of marketing and consumer behaviour theory, provides a strategic approach to managing communications that builds upon a critical understanding of the promotional mix in the context of emerging technologies.

The Changing Consumer B9MK116

The Changing Consumer module provides learners with a robust analysis of the key individual and group orientated factors that drive consumption. Learners will dissect, analyse and debate theoretical perspectives and apply them to real world contemporary examples. The module specifically aims to integrate the main changes in consumption and ties together emerging trends in buyer behaviour and marketing with existing traditional perspectives. Classes are designed to be interactive with a strong emphasis placed on application.

Strategic Marketing Management B9MK120

The module provides learners with a critical and in-depth knowledge and understanding of the philosophy behind strategic marketing management and the major models and techniques utilised in marketing globally. Additionally learners will analyse the influences on marketing strategy

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implementation and illustrate their ability to comprehend the allocation and development of marketing resources in challenging and unfamiliar market contexts.

Performance Driven Marketing B9MK110

Marketing is a concern for all people and organisations at all times. Successful marketing is based on an organisation wide philosophy that identifies, selects, provides, communicates and delivers value to chosen customer groups. Marketing as a management subject consists of a set of concepts and principles for choosing target markets, evaluating customer needs, developing products and services which satisfy wants, and delivering value to customers and profit or benefit to the company or organisation. This module is designed to provide a thorough emphasis on a strategic perspective by engaging the learner with specific tools and frameworks for making marketing decisions that take best advantage of the conditions in which the firm finds itself – both internally, in terms of the firm’s mission and competencies, and externally, in terms of the market and competitive context in which it operates. This performance-driven approach is evident throughout the course design and delivery. In all seminars learners will be required to make decisions in relation to different circumstances arising from the various assignments, for example, decisions in case studies leading to workable plans of action; decisions in the course project developing a profitable marketing plan; decisions in relation to the individual assignments and course contributions. Primarily, this approach builds learners’ skills in the process of decision-making and performance metrics, thereby enhancing their prospects of employment by being able to make worthwhile contributions to the company’s decision making from the beginning.

Financial Analysis B9AC106

This module is designed to provide a thorough financial platform for business managers. It will enable participants to develop a knowledge and understanding of the implications of financial information and an ability to apply this information to practical management scenarios.

Business Strategy B9MG100

The module will provide students with the awareness, knowledge, skills, concepts, and tools necessary to critically appraise and respond to, the increasingly complex, global, volatile, and dynamic context in which organisational strategy formulation and implementation function today by making a detailed evaluative study of the nature of strategy content, and of strategic processes, in a variety of organisational/industry settings designed to enhance students’ business research and problem-solving capabilities with their future career development sharply in focus.

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Developing Content for the Cloud B9IS108

Students will gain a comprehensive insight into the application of cloud-based technologies to real organizational needs. They will develop critical skills in analysing and evaluating the use of cloud applications in business and subsequently developing business solution based applications. Students will also develop practical and hands on technical skills with relevant cloud based services.

Operation and Governance of Financial Markets B9AC110

This is a contemporary and internationally oriented module. It examines the basic function of banking and its role in the wider economy. It goes on to consider the causes and consequences of the financial crisis globally, exploring malfunctions in market dynamics. There is focus on key issues such as Corporate Governance shortcomings and new models. The role of derivatives [credit default swaps and securitised debt] in globalising the crisis is assessed. The module also evaluates the contemporary challenges to the accepted doctrines of recent decades – efficient markets, light touch regulation, free market ideology, “too big to fail”. Finally the module assesses the old and new models of regulation for institutions and markets in the financial sector. Throughout, there is emphasis on the interplay between bank liquidity and solvency, as well as the crucial roles of credit creation and money markets whereby banks empower economic growth.

Marketing Innovations B9MK114

This module provides an in depth knowledge of innovative marketing practices in the 21st century. Learners are challenged to think creatively and critically as they debate innovative marketing practices and issues. Learners will be encouraged to devise an innovative strategy for an entrepreneurial project. They will develop a critical appreciation of the new face of innovative marketing practices and will be able to apply their new innovative thinking to a challenging ever-changing environment.

Performance and Reward Management B9MG120

This module examines performance & reward management issues in organisations. Students develop the theoretical and practical skills necessary to plan, monitor, measure, motivate, and improve performance. Students learn how to define and develop individual and organization-level performance indicators, align individual and organizational performance goals and objectives, measure and track performance, diagnose performance deficiencies, and develop and implement group and individually tailored performance improvement systems.

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Information Systems and Project Management B9IS110

This module aims to give the students a strong practical and theoretical underpinning in the field of Information Systems and Project Management. It is specifically designed to help students to further develop their understanding of project management and the many potential complex IS/IT management issues facing them in the contemporary organisation.

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