



OÉ Gaillimh  
NUI Galway

# J.E. Cairnes School of Business & Economics

Undergraduate Degrees 2021 - 2022



# Welcome to NUI Galway

## Did you know?

### Best College of Business 2020

NUI Galway's J.E. Cairnes School of Business & Economics was awarded 'Best College of Business' at the Education Awards 2020. The Education Awards were established to recognise, encourage and celebrate excellence in the third level education sector in Ireland.



**3RD**



The 2020 QS World University Rankings placed the University at number 242 out of the world's top 1,000 universities. The University has climbed 42 places in the QS World University Ranking since 2014. NUI Galway now ranks 3rd in Ireland, the top Irish University outside Dublin and 112th in Europe.

**175 YEARS**

NUI Galway was founded in 1845 and 2020 marks the 175th anniversary of the foundation of the University. The University has been a defining presence and recognisable landmark in Galway City for almost two centuries.

NUI Galway was named 'University of the Year 2018' in the Sunday Times Good University Guide, securing the prestigious accolade for a third time.



In Sep 2020 J.E. Cairnes School of Business & Economics was awarded a Bronze Athena SWAN Award in recognition of our progress on, and our commitment to, gender equality, inclusivity, and diversity and for providing opportunities for all staff and students, in a supportive environment. We are very pleased that the School of Business & Economics is the first non-STEM school to apply in NUI Galway and to achieve this award.



## Degrees 2021 - 2022

DEGREE	PAGE
B Commerce (Global Experience)	8
B Commerce	10
B Commerce (International with a Language)	12
B Commerce (Gaeilge)	14
B Commerce (Accounting)	16
BSc Business Information Systems	18
BSc Financial Mathematics & Economics	20
BA Joint Honours (with Economics)	22

The contents of the prospectus are for information purposes only and shall not be deemed to constitute a contract between NUI Galway and an applicant or any other third party. Whilst every effort is made to ensure the accuracy of the information in this publication, the University reserves the right to amend, change or delete any courses, syllabuses, examinations, fees, regulations, rules or orders at any time without notice.

## Why Study Here?



Become a Work Ready, Career Ready and World Ready Graduate

Studying at J.E. Cairnes School of Business & Economics provides students with a world of opportunities. Many of our graduates have top positions in companies globally, run their own companies or have leadership positions in a wide variety of organisations.

# Some examples of our staff's expertise include:



Lecturers in Marketing **Dr Christine Domegan** and **Dr Declan Fleming** co-authored the widely used text book "Marketing Research in Ireland, Theory & Practice", Third Edition.



**Professor Emer Mulligan** Lecturer in Taxation and Finance and member of the Irish Taxation Institute and leading expert in tax planning and practices within multinationals. Winner of the Network Galway Outstanding Business Woman of the Year 2017.



**Dr Deirdre Curran** Lecturer in Management and Employment Relations was a winner of an inaugural "Teaching Hero" award run by the National Forum for the Enhancement of Teaching and Learning in Higher Education in partnership with the Union of Students in Ireland (USI). Chair of the Kennedy Institute Workplace Mediation Research Group ([www.KIWMRG.ie](http://www.KIWMRG.ie))



**Dr Michael Lang** Senior Lecturer in Business Information Systems. He has published several articles in the area of information systems security, systems analysis and design, and database technologies and analytics.



**Professor John McHale** A graduate of Harvard, Dean of the College of Business, Public Policy and Law at NUI Galway is a former chairman of the Irish Fiscal Advisory Council (IFAC) which is tasked with independently assessing the fiscal stance of the Irish Government's budgetary policy.



**Professor Eamon O'Shea** Has been influential in setting the agenda for the ongoing reform of the long-stay sector in Ireland, particularly in relation to funding, priority-setting and dementia. Eamon lectures in Economics.



**Dr Gerard Turley** A lecturer in Economics and co-author of several books, including "Principles of Economics", "Transition Economics: Two Decades On", "Transition, Taxation and the State", and "Handbook of the Economics and Political Economy of Transition".



**Professor Alma McCarthy** Head of the Management Discipline and Professor of Public Sector Management. Expertise in public sector leadership, management and human resource development. Recently served as elected Vice-Chair and Chair of the Irish Academy of Management. Accredited and certified member of the British Psychological Society administering cognitive ability, personality and occupational interest psychometric assessments.



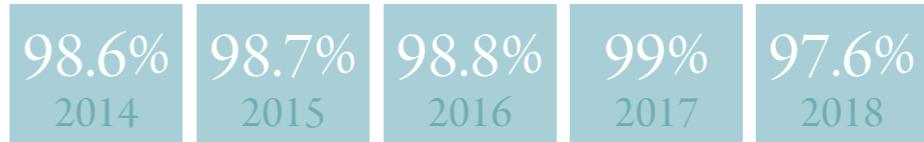
**Professor Alan Ahearn** Director of the Whitaker Institute at NUI Galway and currently a member of the Commission of the Central Bank of Ireland and adviser to the Parliamentary Budget Office, is a former senior economist at the US Federal Reserve Board and adviser to the Irish government and the IMF.



**Dr Geraldine Robbins**, Lecturer in Accounting and Corporate Finance has an active research interest in public sector financial management and governance. She is a member of the Board of Beaumont Hospital where she also chairs the Finance Committee.

# Employability

A degree from J.E. Cairnes School of Business & Economics at NUI Galway provides students with the essential business knowledge, skills and competencies that are vital in the world of business and management. NUI Galway's graduates are highly successful in their chosen field and are highly sought after in all areas of Business, Management and Economics. Whether you want to start up your own business, aspire to become Ireland's next budding economist or want to enter the exciting and challenging world of international business, a Business degree at NUI Galway is the right choice for you.



% of J.E. Cairnes School of Business & Economics graduates in employment, further education, or undertaking other activities six months after graduation.



One of Ireland's top business schools for graduate employability

Our programmes offer mentorship from industry experts, which helps students develop the practical skills that make them work ready, career ready and world ready.

**85+**  
International Partner Universities

**250+**  
Industry Placement Partners

## International Study & Work Experience Opportunities

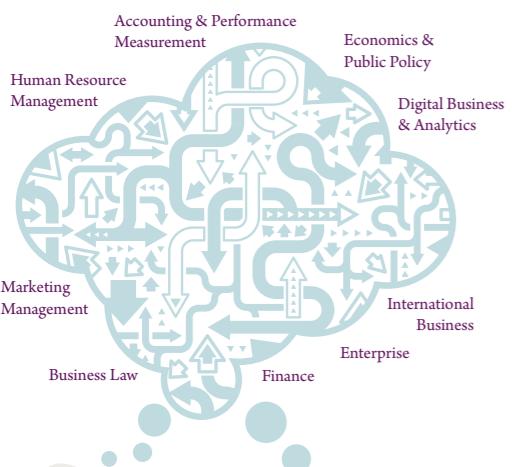
	INTERNATIONAL STUDY	WORK EXPERIENCE
B Comm (Global Experience)	1 Semester (3rd Year) or 1 Year (3rd Year)	1 Semester (3rd Year)
B Comm	1 Semester (3rd Year) or 1 Year (3rd Year)-(Optional)*	1 Semester (3rd Year)-(Optional)*
B Comm (International with a Language)	1 Year	
B Comm (Gaeilge)	1 Semester (3rd Year)-(Gaeltacht)	1 Semester (3rd Year)
B Comm (Accounting)	1 Semester (3rd Year)-(Optional)*	1 Semester (3rd Year)-(Optional)* Summer Internship (2nd Year)-(Optional)
BSc BIS	1 Semester (2nd Year)-(Optional)*	1 Semester (3rd Year)

\*There are limited places available, allocated on the basis of merit and student performance.

# An Innovative Curriculum

*Our courses allow you specialise in the following areas:*

**100+**  
Modules in  
**9 Subject Areas**



**The BComm**  
can take you  
anywhere

Final Year  
Degree Specialisation

Additional Year  
Global Experience

Year 2  
Building on the Foundation

Year 1  
Degree Foundation

**Accounting & Performance Measurement:** Students study accounting and accounting-related modules, positioning them for a career in accountancy and finance. Depending on the modules chosen, excellent exemptions are available to successful students in the professional accountancy bodies' exams.

**Economics & Public Policy:** Students can apply their economic theory to modules as diverse as the economics of globalisation, the economics of money and finance, and health and environmental economics. With this knowledge and the associated skills students who specialise in economics will be able to work in the private, public or voluntary sectors, as economic analysts, researchers, advocates, policy advisors or economic consultants.

**Management of Human Resources:** This specialisation focuses on the management of the human factor in organisations, exploring the nature of the employment relationship and the rights and obligations of the parties involved. It also focuses on the theoretical bases for the best utilisation of human resources (HR). It is targeted at students with a particular interest in the human aspect of organisations and those intending to develop a career in the HR management area.

**Marketing Management:** This specialisation provides an excellent foundation in a range of key and popular marketing topics, such as media and marketing communications, brand management, marketing analytics and research, digital marketing planning, the marketing of services and global marketing.

**Digital Business & Analytics:** This specialisation focuses on the implementation, use and management of information systems within business. It contains practice-based modules that teach students how to create IS using database technology, web design technology and computer programming languages. It also provides modules that enable students to investigate how to manage IS within business. Students will be well positioned to secure jobs as management consultants and analysts specialising in IS or to work within the IS department of a business.

**Finance:** This specialisation focuses on a diverse range of important contemporary topics in national and international finance, including international monetary systems, banking, exchange rates, financing and investment decisions, taxation, financial reporting, investments and issues of financial management inherent in managing multinational corporations and institutions. Students will be readily employable in private sector financial services firms as well as both Irish and international public sector financial institutions.

**Business Law:** This stream focuses on law specifically in a business context. It is targeted at students with a particular interest in the legal aspects of business. Students who successfully complete this stream and wish to further specialise in law will be eligible to apply for the LLB.

**International Business:** This specialisation focuses on managing people, diversity in culture and how to effectively lead and manage in a global marketplace. The specialisation focuses on developing knowledge and expertise in international business and cross-cultural management and provides students with the knowledge and skills required for a career in international management and multinational corporations as well as other organisations. Using a multidisciplinary approach, students develop their cultural awareness skills and understand how to operate effectively in a dynamic global business environment.

**Enterprise:** This specialisation focuses on giving enterprising students the structural and academic supports necessary to succeed in an entrepreneurial career. Students will receive the knowledge and supports necessary to succeed and innovate as entrepreneurs in an evolving global economy.



# Career Ready

Preparing you for the workplace...

Career Advisors  
Industry Mentors  
Service Learning

Public Speaking  
Interview Clinics  
Community Engagement

All Commerce, Commerce (Global Experience), Commerce (International with a Language), Commerce (Gaeilge), Commerce (Accounting) and BIS students will put their business knowledge into practice in their final year, when they take a module in Innovation, Creativity and Enterprise (ICE). Initiated by former Aer Arann entrepreneur, Pádraig Ó Céidigh, this Dragons' Den-type module involves partnering with business leaders to provide opportunities for all students to engage in group-based projects requiring them to innovate in a variety of business areas, or in a community setting.

These attributes are vital in the ever-changing competitive job market.  
Some Areas studied include:

- Theory and practice of innovation in organisations, society and the economy.
- Current thinking and recent developments with respect to innovation.
- Social Entrepreneurship and Innovation.
- Impact of innovation on individuals and society.
- Recognising and developing opportunities for innovation in response to organisational challenges.
- Connecting with your individual capacity for creativity and innovation.

The overall objective of the module is to encourage students to be self-confident in their ability to be creative and innovative in whatever future business or community settings they are working.



NUI Galway B Comm students Paddy MacDonagh and Chris Bogues won the overall Enterprise Ireland Student Entrepreneur of the Year Award 2017. They won a €10,000 prize and have been named 'College Entrepreneur of the Year 2017'.

# Bachelor of Commerce (Global Experience)

**GY209**

## Fact File

Programme Code:	GY209
Duration:	4 years
Average Intake:	65
Minimum points for entry in 2020:	530

Entry Requirements:  
Minimum Grade H5 in two subjects and passes in four other subjects at O6/H7 level in the Leaving Certificate, including: Irish, English, another language, Mathematics and any two other subjects recognised for entry purposes.



### Why choose B Comm (Global Experience)?

- There are a broad range of business disciplines in the first two years of the programme which give students an excellent foundation of business knowledge and allow them to decide in which area they wish to specialise in final year.
- Students are empowered to take responsibility for their personal and career development. Students take skills based modules that are specifically designed to improve student employability and prepare them for the workplace by developing a set of practical and interpersonal skills that form the basis for effective working life.
- Students have the opportunity to study abroad at some of the worlds most elite universities and business schools, and gain a new-found global perspective on education in another country.
- Students have the opportunity to complete work placements in leading Irish or multinational companies. This is a fantastic opportunity to put theory into practice and to gain valuable experience in a working environment.
- Our lecturers' links with industry experts ensure that the programme is up-to-date, relevant and increases graduate employability.

### Global Experience, Work Placement Study Abroad

#### Work Placement partners include:

- Abbott
- Accenture
- Aerogen
- Alkermes
- Aviva
- Boston Scientific
- Corrib Oil
- Creganna
- Deloitte
- DHKN
- ESB Group
- Galway Bay Hotel
- Grant Thornton
- KPMG
- Mazars
- Medtronic
- PwC
- Shelbourne Hotel
- UCHG
- Wayfair
- Zurich
- and many more.



#### Study abroad partners include:

- University of California, USA
- Kobe University, Japan
- Aarhus University, Denmark
- Villanova University, Pennsylvania, USA
- American University, Washington DC, USA
- University of Groningen, The Netherlands
- Clarkson University, New York, USA
- EBS Business School, Germany
- Fordham University, New York, USA
- Katholieke Universiteit Leuven, Belgium
- HKUST, Hong Kong
- Burgundy School of Business, France
- University of Halmstad, Sweden
- Université du Québec à Montréal, Canada
- Troyes University, France
- Hochschule Pforzheim, Germany
- Pusan National University, Korea
- University of Technology, Sydney, Australia

For students abroad, instruction is through English and they can study both business and non-business modules.



#### Career Prospects

Graduates are highly successful and sought after in all areas of business, including accounting, management consultancy, taxation, public service, commercial advisory services, economic policy advice, marketing, human resource management, information systems management, finance, personnel management, teaching and/or research. The work placement and international study experience increases the career opportunities, both at home and abroad.

## Deloitte.

### Partnership

J.E. Cairnes School of Business & Economics has partnered with Deloitte on the University's B Comm Global Experience course. As part of the partnership, Deloitte will provide funding over five years to support students while studying abroad. Deloitte will also provide a career mentoring programme, insight days, and more exciting opportunities for students to support their professional development.

Check out the Global Experience web page and see our interactive Study Abroad map under 'Why Choose This Course?'

The B Comm (Global Experience) is a globally renowned business degree which combines a flexible business education with work placement and study abroad opportunities.

It equips graduates to work globally or work in multinational business environments with a well-regarded, internationally recognised degree.

## Course Structure

### YEAR ONE: Build Your Foundations

#### COMPULSORY MODULES

- Introduction to Management/Financial Accounting
- Principles of Microeconomics/Macroeconomics
- Business Information Systems & Information Management for Business
- Mathematics and Statistics for Business
- Management & Enterprise
- Foundations of Marketing Thought

#### OPTIONS-choose one of the following:

- Skills for Success & Business Law I; or
- German; or
- Spanish\*; or Gaeilge

\*A limited number of places are available in Spanish, places will be allocated on previous academic performance

### YEAR TWO: Enhance Your Business Skills

#### COMPULSORY MODULES

- Inferential Statistical Methods for Business
- Marketing Management
- Organisational Psychology
- Applied Microeconomics for Business
- Management Accounting I
- Skills for Business
- Business Finance I
- Employment Relations
- Macroeconomics and the Business Environment
- Information and Operations Management

#### OPTIONS-choose two of the following:

- International Financial Reporting I
- Introduction to Financial Economics
- Economics of Public Policy
- Business Law II
- Information Systems & Project Management
- Advanced Statistical Methods for Business
- Entrepreneurial Venture Development
- The Psychology of Consumer Behaviour
- Doing Business in China: Language & Culture I

### YEAR THREE: Study Abroad / Work Experience

### YEAR FOUR: Cultivate Your Niche

#### COMPULSORY MODULES

- Business Strategy
- Innovation: Creativity and Enterprise
- Ireland in the Global Economy
- Ethics and Corporate Social Responsibility

#### SPECIALISATIONS: choose a stream/discipline

- |                                      |                              |
|--------------------------------------|------------------------------|
| Accounting & Performance Measurement | Digital Business & Analytics |
| Economics & Public Policy            | Finance                      |
| Management of Human Resources        | Business Law                 |
| Marketing Management                 | International Business       |
|                                      | Enterprise                   |

# Bachelor of Commerce

**GY201**

## Fact File

Programme Code:	GY201
Duration:	3 years*
Average intake	270
Minimum points for entry in 2020:	433

Entry Requirements:  
Minimum Grade H5 in two subjects and passes in four other subjects at O6/H7 level in the Leaving Certificate, including: Irish, English, another language, Mathematics and any two other subjects recognised for entry purposes.

\*4 years with optional Global Experience & Work Placement year.



The Bachelor of Commerce at NUI Galway has a long tradition as one of Ireland's leading business degrees. The B Comm is an incredibly flexible three year undergraduate programme which gives students a solid foundation in a broad range of business subjects and allows them to specialise in their chosen field in their final year. Students can specialise in Accounting & Performance Measurement, Economics & Public Policy, Management of Human Resources, Marketing Management, Digital Business & Analytics, Finance, Business Law, International Business or Enterprise. This programme is designed for ambitious students who are looking to pursue careers in today's ever changing, dynamic and multicultural world of business.

### Why choose the Bachelor of Commerce?

- There are a broad range of subjects in the first two years of the programme which give students an excellent foundation of business knowledge and allow them to decide in which area they wish to specialise in final year.
- Students are empowered to take responsibility for their personal and career development. Skills based modules were specifically designed with the help of industry specialists to improve the employability of candidates and prepare them for the workplace by developing a set of practical and interpersonal skills that form the basis for effective working life.
- Case studies, business simulations and company projects act as a bridge between knowledge and skill.
- Our wide variety of optional modules offers students great flexibility to develop their individual expertise.
- Our lecturers' links with industry experts ensure that the programme is up-to-date, relevant and increases graduate employability.
- The programme provides students with a mix of large lectures and smaller group tutorials where they can ask further questions and get help with coursework.

### Where can the B comm take you?

Graduates of the B Comm are highly successful and sought after in all areas of Business. Our graduates go on to work in a variety of careers including:

- Accounting (both professional practice and industry)
- Management Consultancy
- Taxation
- Commercial Advisory Services
- Economic Policy Advisory Services
- Marketing
- Human Resource Management
- Information Systems Management
- Finance (including Banking and Insurance)
- Education
- Teaching

### Global Experience and Work Placement:

The B Comm can be extended from three to four years. We offer students a competitive opportunity, based on student performance and merit, to enhance their studies, spending one academic year on work placement and studying abroad, or a full year studying abroad. In third year students will study a variety of courses through English at an international partner university in North America, Australia, Asia or Europe, providing students with an invaluable experience and graduating with a B Comm (Global Experience) degree. Students will return to NUI Galway to complete their final year.

## Graduate Profile

What I enjoyed most about this course was the fantastic opportunities afforded to students. For example, in second year, students participate in a "Skills for Business" module. This gives students an opportunity to contribute to projects in the wider community. My group and I travelled to Club-Napoca in Romania where our panel bid for Galway to become European Youth Capital in 2017. It was an honour to represent the city of Galway as well as NUI Galway.

Another enjoyable experience arose from the Innovation Creativity and Enterprise (ICE) module. My team created "TipToTheTop", an Irish Dancing aid to assist beginners. Our winning prize included funds and an office space to start up our business. I would strongly recommend anyone with a passion for Commerce to participate in this course. I thoroughly enjoyed every moment of my time in Galway – the best three years of my life!

Cara Hegarty, Management Consultant at Accenture



## Course Structure

### YEAR ONE: Build Your Foundations

#### COMPULSORY MODULES

- Introduction to Management/Financial Accounting
- Principles of Microeconomics/Macroeconomics
- Business Information Systems & Information Management for Business
- Mathematics and Statistics for Business
- Management & Enterprise
- Foundations of Marketing Thought

#### OPTIONS-choose one of the following:

- Skills for Success & Business Law I; or
- German; or
- Spanish\*; or Gaeilge

\*A limited number of places are available in Spanish, places will be allocated on previous academic performance

### YEAR TWO: Enhance Your Business Skills

#### COMPULSORY MODULES

- Inferential Statistical Methods for Business
- Marketing Management
- Organisational Psychology
- Applied Microeconomics for Business
- Management Accounting I
- Skills for Business
- Business Finance I
- Employment Relations
- Macroeconomics and the Business Environment
- Information and Operations Management

#### OPTIONS-choose two of the following:

- International Financial Reporting I
- Introduction to Financial Economics
- Economics of Public Policy
- Business Law II
- Information Systems & Project Management
- Advanced Statistical Methods for Business
- Entrepreneurial Venture Development
- The Psychology of Consumer Behaviour
- Doing Business in China: Language & Culture I

### YEAR THREE: Cultivate Your Niche

#### COMPULSORY MODULES

- Business Strategy
- Innovation: Creativity and Enterprise
- Ireland in the Global Economy
- Ethics and Corporate Social Responsibility

#### SPECIALISATIONS: choose a stream/discipline:

- |                                      |                              |
|--------------------------------------|------------------------------|
| Accounting & Performance Measurement | Digital Business & Analytics |
| Economics & Public Policy            | Finance                      |
| Management of Human Resources        | Business Law                 |
| Marketing Management                 | International Business       |
|                                      | Enterprise                   |

# Bachelor of Commerce (International with a Language)

**GY202 / GY203 / GY204**

## Fact File

Programme Code:	French GY202 / German GY203 / Spanish GY204
Duration:	4 years
Average intake	15 students per course
Minimum points for entry in 2020:	French 484 / German 489 / Spanish 495

### Entry Requirements:

Minimum Grade H5 in two subjects and passes in four other subjects at O6/H7 level in the Leaving Certificate, including: Irish, English, another language, Mathematics and any two other subjects recognised for entry purposes. For GY202 - H3 in French is required.

For GY203 - H4 in German is required. For GY204 - H4 in a modern European language other than Irish or English.



### Why choose the B Comm (International with a Language)?

- Graduates of this programme not only have a great business qualification but also an international language. This international experience and qualification is highly sought after in today's competitive global job market.
- The large range of subjects in the first two years of the programme give students a broad knowledge of business and allows them to decide which area of business is best for them.
- Small class sizes allow students to ask questions and get help with coursework.
- Our lecturers' links with industry ensure that the course is up-to-date, relevant and useful to today's graduates and employers.
- Students have the opportunity to study abroad at some of the world's most elite universities and business schools, and gain an alternative perspective on education in another country.
- The international year is an integral part/element of the B Comm (International with a Language) and provides students with the opportunity to experience a new culture and build a network of global connections. You will also develop your cross cultural awareness and communication skills.

### Where the B Comm (International with a Language) can take you

Graduates of the B Comm (International with a Language) at the J.E. Cairnes School of Business & Economics are highly successful and sought after in all areas of Business. Graduates go on to work in a variety of careers including:

- EU institutions such as The European Central Bank, The Diplomatic Service and The European Parliament
- Accounting - both professional practice and industry.
- Management Consultancy
- Taxation
- Commercial Advisory Services
- Economic Policy Advisory Services
- Marketing
- Human Resource Management
- Information Systems Management
- Finance (including Banking & Insurance)
- Information Systems Management



Graduates of the course can also go on to study on a wide variety of postgraduate programmes in their chosen discipline in the J.E. Cairnes School of Business & Economics.

### Graduate Profile

Spending four years studying Commerce with German was a decision that I will be forever grateful for. Studying German in university was a fantastic experience. Smaller interactive class sizes combined with dedicated lecturers greatly enhanced the learning experience. This course gave me the competitive edge through a combination of business and language skills to succeed in my career.

**Emma Cleere – B Comm (International with German), Customer Success Manager at Trade Gecko**



## Course Outline

### YEAR ONE:

#### COMPULSORY MODULES

- Introduction to Management/Financial Accounting
- Principles of Microeconomics/Macroeconomics
- Business Information Systems & Information Management for Business
- Mathematics and Statistics for Business
- Management & Enterprise
- Foundations of Marketing Thought
- Language

### YEAR TWO:

#### COMPULSORY MODULES

- Language
- Inferential Statistical Methods for Business
- Marketing Management
- Applied Microeconomics for Business
- Management Accounting I
- Organisational Psychology
- Foundations of Marketing Thought
- Language

#### OPTIONS-choose one of the following:

- International Financial Reporting I
- Economics of Public Policy
- Introduction to Financial Economics
- Advanced Statistical Methods for Business
- Entrepreneurial Venture Development
- The Psychology of Consumer Behaviour
- Business Finance I or Employment Relations
- Information Systems & Project Management
- Macroeconomics and the Business Environment or Business Law I

### YEAR THREE:

Students study modules in Language and Business at a University in France, Germany/Austria, or Spain, Chile or Mexico. Study abroad destinations include French speaking Clermont-Ferrand, Marseille, Montpellier, Strasbourg, Toulouse, Troyes; German speaking Bamberg, Bochum, Gottingen, Linz, Nurnberg, Steyr, Trier; Spanish speaking Bilbao, Granada, Leon, Mexico City, Salamanca, Santiago, Valencia and Valladolid.

Check out the Bachelor of Commerce International web page and see our interactive Study Abroad map under 'Why Choose This Course?'



### YEAR FOUR:

#### COMPULSORY MODULES

- Business Strategy
- Innovation: Creativity and Enterprise
- French/German/Spanish
- Ireland in the Global Economy
- Ethics and Corporate Social Responsibility

#### OPTIONS-choose modules from the following areas:

- Accounting & Performance Measurement
- Economics and Public Policy
- Management of Human Resources
- Marketing Management
- Digital Business and Analytics
- Finance
- Business Law
- International Business
- Operations/Logistics
- Enterprise



# Bachelor of Commerce Gaeilge



**GY208**

## Fact File

Programme Code:	GY208
Duration:	4 years
Average Intake	15 students per course
Minimum points for entry in 2020:	473

### Entry Requirements:

Minimum Grade H5 in two subjects and passes in four other subjects at O6/H7 level in the Leaving Certificate, including Gaeilge, English, another language, Mathematics, and any two other subjects recognised for entry purposes. A H4 in Gaeilge is also a requirement.



This is a four-year degree programme in Commerce including the study of the Irish Language, allowing students to develop their language skills while gaining valuable insights into business and culture. This programme provides unique academic, cultural and language opportunities for students. This degree will equip you with the skills and knowledge to work in a fast-changing business environment.

### Why choose Bachelor of Commerce (Gaeilge)?

The B Comm (Gaeilge) was introduced following demand from students for a programme that combines the study of Business and the Irish Language. All Business subjects are taught through English while students also study Gaeilge throughout their degree.

- Graduates of this programme will not only have a great business qualification but also an in-depth knowledge of the Irish language which will give them a competitive advantage in today's job market.
- The large range of subjects in the first two years of the programme gives students a broad knowledge of business and allows them to decide which area of business is best for them.
- Our lecturers' links with industry ensure that the course is up-to-date, relevant and useful to today's graduates and employers.

### Where the B Comm (Gaeilge) can take you

Graduates of the B Comm (Gaeilge) at the J.E. Cairnes School of Business & Economics will be highly sought after in all areas of Business. Graduates can go on to work in a variety of careers including:

- Accounting - both professional practice and industry
- Management Consultancy
- Taxation
- Commercial Advisory Services
- Economic Policy Advisory Services
- Marketing
- Human Resource Management
- Information Systems Management
- Finance (including Banking & Insurance)
- Entrepreneurship
- Teaching

Graduates of the course can also go on to study a wide variety of postgraduate programmes in their chosen discipline, the Irish Language or Education (including Teaching).

This degree is designed to allow graduates to teach both business related subjects and Gaeilge at second level once they have acquired a teaching qualification and meet the Teaching Council's subject specific requirements.

### Work Placement and Gaeltacht Semester:

Year three of the programme is divided between a one semester internship in an Irish-speaking environment and a semester studying in Áras Mháirtín Uí Chadhain, a NUI Galway centre in an Cheathrú Rua.

Acadamh na hOllscolaíochta Gaeilge will organise the work experience in conjunction with Údarás na Gaeltachta. Údarás na Gaeltachta has 400 client companies, in various sectors – including biomedicine and pharmacology, ICT, niche manufacturing, audio visual and digital media, tourism, fish processing and aquaculture, renewable energy, food processing and arts and crafts. Students have also been placed with organisations such as Gaillimh le Gaeilge, Foras na Gaeilge and Conradh na Gaeilge etc.

### Student Profile

I chose to study the B Comm le Gaeilge as I've always wanted to continue the use of Irish throughout third level education and onto my professional career. Having not attended a Gaelscoil, I was worried that I'd struggle with the Irish aspect of the course, but I found there was a happy medium between both Irish and English modules. Immersing our small group in a Irish language environment in third year, both with a semester studying in the Gaeltacht and a semester work placement in an Irish business environment, has really prepared me for my final year and the working world.



**Kayleigh Laffey, B Comm (Gaeilge)**

Web Content Specialist at Production Equipment Ltd

## Course Structure

### YEAR ONE:

#### COMPULSORY MODULES

- Introduction to Management/Financial Accounting
- Principles of Microeconomics/Macroeconomics
- Business Information Systems & Information Management for Business
- Mathematics and Statistics for Business
- Management & Enterprise
- Foundations of Marketing Thought
- Gaeilge

### YEAR TWO:

#### COMPULSORY MODULES

- Gaeilge
- Inferential Statistical Methods for Business
- Marketing Management
- Applied Microeconomics for Business
- Management Accounting I
- Organisational Psychology
- Business Finance I or Employment Relations
- Macroeconomics and the Business Environment or Business Law I

#### OPTIONS-choose one of the following:

- International Financial Reporting I
- Economics of Public Policy
- Introduction to Financial Economics
- Advanced Statistical Methods for Business
- Entrepreneurial Venture Development
- The Psychology of Consumer Behaviour
- Information Systems & Project Management

### YEAR THREE:

Year 3 of the programme is divided between a one semester placement/internship in an Irish-speaking environment and one semester of Irish-medium studies at NUI Galway's Gaeltacht campus in An Cheathrú Rua.

### YEAR FOUR:

#### COMPULSORY MODULES

- Business Strategy
- Innovation: Creativity and Enterprise
- Gaeilge
- Ireland in the Global Economy
- Ethics and Corporate Social Responsibility

#### OPTIONS-choose modules from the following areas:

- Accounting & Performance Measurement
- Economics and Public Policy
- Management of Human Resources
- Marketing Management
- Digital Business and Analytics
- Finance
- Business Law
- International Business
- Operations/Logistics
- Enterprise



# Bachelor of Commerce Accounting

**GY207**

## Fact File

Programme Code:	GY207
Duration:	3 years/(4 years*)
Average intake	35
Minimum points for entry in 2020:	509

**Entry Requirements:** A minimum of a H4 in Accounting is required. Along with this a minimum grade H5 in one other subject and passes in four other subjects (at O6/H7 level) in the Leaving Certificate, including: Irish, English, another language, Mathematics and any other subject recognised for entry purposes.

The B Comm (Accounting) is the only degree in Ireland requiring leaving certificate accounting as an entry requirement, therefore, you will move onto a more advanced and intensive study of accounting in 1st year with minimal time needed to review the basics.

### Why choose B Comm (Accounting)?

- Graduates of this course will receive the maximum exemptions available to the programme from examinations set by the large professional bodies who train and accredit accountants and finance professionals in Ireland.
- The limited number of places on this course means that students benefit from small classes in some of the key accounting modules.
- According to Grad Ireland, there are more job opportunities in accountancy and financial management than any other area. They also report that accounting graduates are the most satisfied that their degree equipped them with the requisite skills for today's labour market.
- A key feature of the B Comm (Accounting) is our emphasis on the development of our students' personal and transferable skills for the workplace through our Skills for Business module in 2nd year and our Innovation, Creativity and Enterprise module in final year.

Visit the Bachelor of Commerce Accounting web page to see full list of Professional Accounting Body Examination Exemptions.



### Graduate Profile

Moving into third year, I chose to do the Global Experience year. A four month exchange programme was followed by a six-month work placement in PricewaterhouseCoopers. The B Comm (Accounting) Global Experience course allowed me to specifically focus on accounting, but also gave me an excellent opportunity to broaden my knowledge of other business subjects.

**Patric Eason**, Associate Auditor at PwC

Recognised exemptions from the professional examinations:



The Bachelor of Commerce (Accounting) is a three year undergraduate degree\* at NUI Galway. It combines a broad-based business education with the advantages of a specialist programme for those interested in a career in accounting or a related discipline. This programme offers excellent levels of exemptions from the examinations of all of the major professional accountancy and taxation practitioner bodies. Our internship and placement partners include: PWC, KPMG, Deloitte, EY, Grant Thornton, DHKN, Crowe Howarth, Supermacs and Mazars.

\*4 years with optional Global Experience & Work Placement year.

## Course Structure

### YEAR ONE:

#### COMPULSORY MODULES

- Principles of Microeconomics/Macroeconomics
- Accounting
- Financial Reporting
- Business Information Systems
- Mathematics and Statistics for Business
- Management & Enterprise
- Foundations of Marketing Thought
- Skills for Success
- Business Law I

### YEAR TWO:

#### COMPULSORY MODULES

- International Financial Reporting II
- Auditing, Assurance and Governance
- Management Accounting I
- Inferential Statistical Methods for Business
- Applied Microeconomics for Business
- Skills for Business
- Foundations of Marketing Thought
- Business Finance I
- Business Law II
- Macroeconomics and the Business Environment
- Information and Operations Management

#### CHOOSE ONE OF THE FOLLOWING:

- Information Systems & Project Management
- Work and Employment Relations
- Introduction to Financial Economics
- The Psychology of Consumer Behaviour
- Economics of Public Policy
- Advanced Statistical Methods for Business
- Doing Business in China: Language & Culture I

### FINAL YEAR:

#### COMPULSORY MODULES

- Advanced Business Law
- Advanced Financial Accounting
- Management Accounting II & III
- Taxation I & II
- Business Finance II
- Innovation: Creativity and Enterprise

#### CHOOSE FOUR ADVANCED ELECTIVES FROM THE FOLLOWING AREAS:

- Economics
- Information Systems
- Marketing
- Organisation & Human Resource Management
- Law
- Operations/Logistics
- Doing Business in China: Language & Culture II
- Accounting Internship (Completed During Previous Summer)
- Enterprise

### Global Experience and Work Placement\*

Students have the opportunity to add an international experience dimension to their degree at the end of second year, when they can apply on a competitive basis to transfer from the three year B Comm (Accounting) degree to the four-year B Comm (Accounting) with Global Experience degree. Successful applicants will spend one semester of third year studying abroad through English and a second semester in a work placement. The students will then return to NUI Galway for fourth year to complete their degree.

# BSc. Business Information Systems

**GY206**

## Fact File

Programme Code:	GY206
Duration:	4 Years
Average intake	40
Minimum points for entry in 2020:	465

**Entry Requirements:**  
Minimum Grade H5 in two subjects and passes in four other subjects at O6/H7 level in the Leaving Certificate including: Irish, English, another language, Mathematics and any two other subjects recognised for entry purposes

### Why choose Business Information Systems?

- EFMD Accredited:** This programme confers to the highest international standards.

- Excellent employment opportunities:** Our graduates are employed by Accenture, Avaya, CISCO, Google, KPMG, Deloitte, Intel, Lawler Developments, Lionbridge, Pramerica and IBM to name just a few.

- The BIS Global Learning Initiative** delivered in partnership with prestigious foreign universities, is designed to incorporate an international learning experience into the programme and includes an opportunity to study abroad, take up foreign work placement, participate in international virtual teams and learn from guest international speakers.

- The BIS Industry Engagement Initiative** includes a paid work placement and site visits to leading multi-national companies. Our membership of the SAP and Microsoft University Alliance provides our students with access to the latest industry software while our Industry Advisory Board ensures that the skills, methodologies and theories that you learn are consistent with industry needs.

- Study Abroad:** BIS students have the option to study abroad in our partner universities in year 2. Some of our partners include City University Hong Kong, Kogod School of Business (Washington DC, USA), Montana State University (USA), Lehigh University (NY, USA), and the University of Liechtenstein.

- The small classes mean that you will get a more personal experience.
- The dedicated BIS facilities are excellent and include three computer suites, a

### Graduate Profile



The BIS undergraduate degree is the perfect blend of business and technology. If you're interested in one, or both of those areas, I would 100% recommend this course to you. The lecturers and staff in J.E. Cairnes School of Business & Economics help you to develop an understanding of both worlds. This is something which we all see becoming a much more blurred line and the need to understand both sides is growing.

Having the opportunity to learn about programming languages, databases & new and emerging technologies helps to make you really well informed student. This, coupled with an understanding of management principles, accounting and economics let's you mix and bring together all your other learnings in each module. The course and classes themselves are very personable. The small class sizes really helped with my learning, and having small numbers ensures you don't get left behind, and can have a personal relationship with each lecturer.

Through the study abroad option in second year of the course, I got to study in Villanova University with the help of a scholarship programme. While there, I got to study new modules, increase my knowledge in areas I liked, and even made long lasting connections and friends which I still use today.

My current role is with Accenture where I am working in the Cyber Security field helping clients devise state of the art strategies to protect and secure payments.

**Brian Barrins,**  
BSc. BIS,  
Technology Analyst at Accenture



EFMD accreditation is by the European Foundation for Management Development and confers that the BSc. BIS meets the highest international standards for management education.

**BSc. Business Information Systems (BIS)** is an EFMD accredited innovative 4-year undergraduate degree that explores the use of technology in the modern business environment. Incorporating skills development in technology, business and technology management through individual, team and virtual team project work combined with our global learning and industry engagement initiatives. The B.Sc in BIS degree provides you with the ideal platform for a successful career in business.

## Course Structure

### YEAR ONE:

BUSINESS	TECHNOLOGY MANAGEMENT	TECHNOLOGY
Principles of Microeconomics	Business Information Systems	Business Applications Development I & II
Principles of Macroeconomics	Business Systems Analysis	Information Systems & Project Management
Introduction to Financial Accounting	Information Systems Technology	Business Data Communications
Introduction to Management Accounting		Business Systems Design & Implementation

### YEAR TWO:

BUSINESS	TECHNOLOGY MANAGEMENT	TECHNOLOGY
Management	E-Business Strategy & Practice	Web & Interactive Media Design
Quantitative Techniques for Business	Decision Modelling & Analytics	Database Technologies
Management Accounting I	Enterprise Systems	Advanced Application Development I & II
Business Finance I	Information & Operations Management	

International Study Abroad Programme-limited places available

### YEAR THREE:

BUSINESS	TECHNOLOGY MANAGEMENT	TECHNOLOGY
Marketing Principles / Skills for Business	Applied Systems Analysis	Networks & Communications
Contemporary Project Management	E-Business Technologies	Advanced Database Technologies
Professional Experience Programme -PEP		

### YEAR FOUR:

BUSINESS	TECHNOLOGY MANAGEMENT	TECHNOLOGY
International Business	Information Systems Strategy & Planning	Business Intelligence & Analytics
Business Strategy	Contemporary Issues in Information Systems	Cloud Computing
Innovation: Creativity & Enterprise	Lean Principles for the IS Professional	User Experience Design
Additional Subject Options		
Final Year Project		

# BSc. Financial Mathematics & Economics

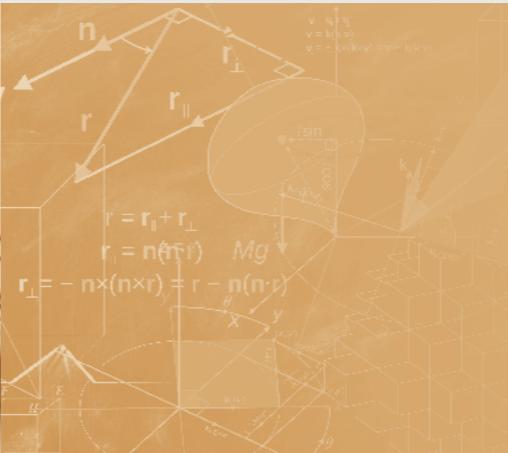
**GY309**

## Fact File

Programme Code:	GY309
Duration:	4 Years
Average intake	40
Minimum points for entry in 2020:	487

### Entry Requirements:

Minimum H5 in two subjects and passes in four other subjects at O6/H7 level in the Leaving Certificate including: Irish, English, Mathematics, a third language or a laboratory science subject (i.e. Chemistry, Physics, Biology, Physics with Chemistry (joint) or Agricultural Science) and any two other subjects recognised for entry purposes. A H5 or O1 in mathematics is required.



The BSc. in Financial Mathematics and Economics (BSc. in FME) programme is a four-year degree programme consisting of courses in Mathematics, Economics, Statistics/Probability, Applied Mathematics, Accounting and Business Finance and Computer Science. The aim of the programme is to equip students with expertise in quantitative subjects with a particular focus on financial economics, actuarial mathematics and statistics.

For more information about the BSc. in Financial Mathematics and Economics, Call: 353 91 493121 and have a look at the programme website: [www.fme.nuigalway.ie](http://www.fme.nuigalway.ie)

### Why choose the BSc. in Financial Mathematics & Economics?

- Excellent employment opportunities:** The demand from employers for well-qualified students with knowledge of how financial markets operate and how to use quantitative techniques to make informed investment decisions is substantial.

- Broad, multidisciplinary programme:** With contributions from four different disciplines at NUI Galway, the multidisciplinary nature of this programme is explicitly designed to be broader than the specialised actuarial programmes being offered by other Irish universities.

- Actuarial exemptions:** The Faculty and Institute of Actuaries recognises this programme for exemptions from several professional CT level subjects.

- Cutting-edge learning:** Students will apply their learning to current and emerging trends in areas such as fintech, cryptocurrencies (such as Bitcoin), payments technologies, as well as the mathematics of artificial intelligence and blockchain technology.

### Where the BSc. in Financial Mathematics & Economics can take you

- Financial services** – opportunities for graduates exist right across the financial services sector: in investment, corporate and private banking, in currency trading, in credit risk and in management of hedge funds. Some of the world's leading financial firms have hired our graduates, including Goldman Sachs, JP Morgan, Merrill Lynch and Credit Suisse.

## Course Structure

### YEAR ONE:

Mathematics	Financial Accounting	Mathematical Methods I
Economics	Computer Science	
Statistics & Probability	Mathematics of Finance	

### YEAR TWO:

Analysis I	Discrete Mathematics	Algebra
Probability	Statistical Inference	Algorithms
Intermediate Microeconomics	Intermediate Macroeconomics	Modelling, Analysis & Simulation
Introduction to Financial Economics	Mathematical Methods II	Analysis II

### YEAR THREE:

Applied Statistics	Actuarial Mathematics I	Metric Spaces
Microeconomics and Public Policy	Mathematical Modelling	Macroeconomics and Public Policy
Money & Banking	Groups I	Business Finance
Economics of Financial Markets	Annuities and Life Insurance	Topology

### YEAR FOUR:

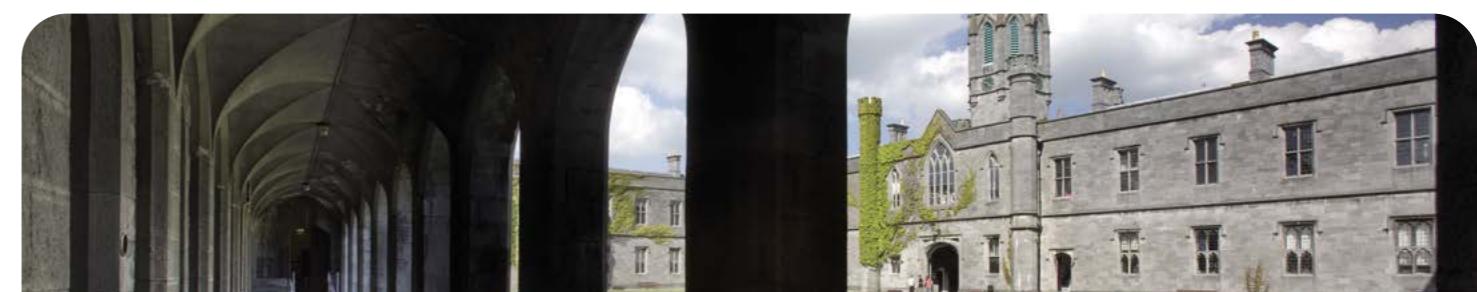
Financial Theory	Stochastic Processes	Non-Linear Systems
Numerical Analysis	Differential Equations with Financial Derivatives	Networks
Final-year Project (over 2 semesters)	Actuarial Mathematics II: Life Contingencies	International Monetary Economics
Derivatives & Risk Management	Measure Theory	



## Graduate Profile

When I left school, I was not sure what I wanted to do, so I thought it best to keep my options open. I have now started as a trainee actuary and the groundwork I have already completed on my undergraduate programme is invaluable.

Noel Lawless BSc. in Financial Mathematics and Economics,  
Head of Portfolio Management at VHI Healthcare



# BA Joint Honours (with Economics)

**GY101**

## Fact File

Programme Code:	GY101
Duration:	3 years (4 years for BA International)
Average intake	850
Minimum points for entry in 2020:	300

**Entry Requirements:**  
Minimum Grade H5 in two subjects and passes in four other subjects at O6/H7 level in the Leaving Certificate, including: Irish, English, another language, and three other subjects recognised for entry purposes.



For more information about this course, please contact Dr Aidan Kane at [aidan.kane@nuigalway.ie](mailto:aidan.kane@nuigalway.ie) or T: 353 91 492530 and have a look at the following websites: [www.nuigalway.ie/economics](http://www.nuigalway.ie/economics) [www.nuigalway.ie/arts](http://www.nuigalway.ie/arts)

### Why study economics as part of a BA?

In addition to the option of studying economics as part of a business degree, NUI Galway also makes economics available as part of the BA Joint Honours degree. In this programme, students choose three subjects in first year, and continue with two of those subjects in second and final year. So one might end up with a BA Joint Honours degree in economics and geography, or economics and law, for example.

There is a very wide range of subjects one can combine with economics through the BA route (although not the main business disciplines available in the B Comm degrees).

The level and range of economics in both the BA and B Comm routes are the same: the difference is the combination of other subjects available to you in each. In either case, we do not expect you to have taken economics before e.g., at Leaving Cert level: we teach economics 'from scratch'.

Economics is an exciting and challenging area of study, and has never been more relevant for so many people. Studying economics gives you an insight into the many economic relationships in the real world around you. It provides an introduction to the analytical tools you need to help explore and understand these fascinating relationships. It gives you the opportunity to deepen your understanding of current affairs, the economics of the market place, economic factors influencing politics and how economic issues have influenced the course of history.

In introductory economics courses, you first encounter the key analytical tools which economists use to understand markets and economies, and the role of governments in them. These tools are immensely useful for better appreciating developments in the economy, nationally and internationally. They are also foundations upon which more advanced work in specific areas of economics can later be built, opening up varied and challenging landscapes for enquiring minds.

### Specialist study in economics

You can extend and deepen your study of economics in many directions, depending on your aptitudes and interests in the BA degree.

For some economics students, later years' study involves deep engagement with the economics of public policy, such as the economics of health, the economics of education, or the economics of the environment.

Similarly, an economics student may have options to delve further into macroeconomics

and financial economics, through courses in the economics of money and banking, the economics of international trade, or the theory and empirics of long-run economic development, for example.

### International links

As part of the BA (International) programme, you may have the option in your third year of studying economics abroad in a European university which teaches through English. For example, students recently have spent a year in universities in Germany, Sweden and the Netherlands.



### Career options

A degree in economics provides you with a wide array of both subject-specific and transferable skills, of enormous importance to the world in which we live. Graduating with a degree in economics can lead to working for a variety of employers, including governments, private companies and non-governmental organisations (NGOs).



### Graduate Profile

This degree gave me a great deal of economic and legal knowledge in a stimulating environment conducive to discussion and learning. The skills obtained were a springboard that opened up a range of professional opportunities as a public policy economist. Galway itself is a wonderfully vibrant student city.

**Tom McDonnell** BA (Economics and Law).

# Where can your Business Degree take you?

**SWEDEN**

**DENMARK**

**NETHERLANDS**

**BELGIUM**

**CANADA**

**USA**

**MEXICO**

**CHILE**

**CHINA**

**HONG KONG**

**FRANCE**

**UK**

**SPAIN**

**GERMANY**

**AUSTRIA**

**HUNGARY**

**LEICHTEINSTEIN**

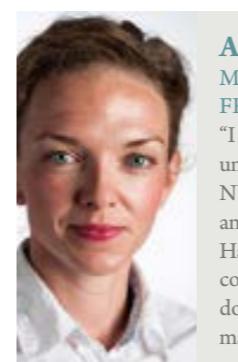
**AUSTRALIA**

**KOREA**

**JAPAN**



## Some of our graduates include:



### Anne Marie O'Toole

MARKETING MANAGER KINGSPAN FRANCE & ISOCAB FRANCE

"I can safely say that all skills that I now use on a daily basis were unleashed and developed while studying the B Comm (International) at NUI Galway. Interpersonal and teamwork skills are paramount in college and even more so in a professional position once you are out of university. Having spent a year in Poitiers on Erasmus, my cultural and linguistic competences were also vastly improved. The hands on case study work done during our final marketing stream was also a great lesson in time management, people management and developing organisational skills."



### Dave Hickey

GROUP CHIEF EXECUTIVE, CONNACHT TRIBUNE  
"Galway is a great place to live and study. The degree courses offer a wide range of options across most areas of business."



### Richard O'Brien

TALENT ACQUISITION SPECIALIST, ADIDAS GROUP

"Commerce equipped me with the communication, team-working and problem-solving skills needed to excel in business. After graduating, I was well-positioned to pursue an exciting and successful career in Human Resources."



### Siobhan McGinty

INTERNATIONAL CHAMPION, CUSTOMER MARKETING (EMEA, LATAM & APAC) AT HUBSPOT

"I studied Commerce and specialised in Marketing. I've gone on to pursue a successful career as an International Customer Marketing Manager at HubSpot, a leading growth platform with 48,000 total customers in more than 100 countries. I've also set up my own business called Learn Inbound, and I lecture part-time on the MSc (Marketing Practice) here at NUI Galway. I cherish my memories of being a student at NUI Galway. There are so many social outlets on-campus, and the clubs and societies are a great way to develop social skills and get to know people."



OÉ Gaillimh  
NUI Galway

# J.E. Cairnes School of Business & Economics



Find out more about the courses at the  
J.E. Cairnes School of Business & Economics at:

T: +353 91 492612  
E: business@nuigalway.ie  
[www.nuigalway.ie/cairnes](http://www.nuigalway.ie/cairnes)



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