



NUI Galway  
OÉ Gaillimh

# J.E. Cairnes School of Business & Economics

*Leading, Innovating, Inspiring*



Undergraduate Degrees 2017-2018



# Welcome to NUI Galway

## Did you know?



Times Higher Education (THE) World University Rankings includes NUI Galway in Top 200 list of most international universities in the world

# 3<sup>rd</sup>

NUI Galway is ranked third in the Irish universities in the prestigious *Times Higher Education* World University Rankings, 2015-16

# 1.3%

of J.E. Cairnes School of Business & Economics graduates seeking employment within six months of graduating in 2015.

# 87%

Our Student Completion Rate

# 1,000

We are leading the way in student volunteering and civic engagement. More than 1,000 students gave 30,000 hours of voluntary activity in the last year.

# 10%

Tá 10% de mhic léinn na hOllscoile ag déanamh staidéir ar an nGaeilge nó trí mheán na Gaeilge.

# 2%

We rank among the top 2% of universities in the world for the quality of our teaching and research.

# €400m

We are in the final stages of a €400 million capital investment programme, which has transformed the campus and given students and staff access to the very best facilities for teaching and research.

## Degrees

2017-2018

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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. While 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?

*Studying Business and/or Economics at NUI Galway provides students with a world of opportunities. Many of our graduates have top positions in companies all over the world, 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.



**Dr. Emer Mulligan**, Lecturer in Taxation and Finance and is a member of the Irish Taxation Institute and is a leading expert in tax planning and practices within multinationals.



**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).



**Dr. Michael Lang**, Lecturer in Business Information Systems was a recipient of the President’s Award for Teaching Excellence recognising his outstanding efforts to ensure our students receive the highest quality learning experience.



**Professor John McHale** is the Chairman of the Irish Fiscal Advisory Council (IFAC) which has the role of independently assessing the fiscal stance of government 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”.



**Dr. Alma McCarthy** Senior Lecturer in HRM and Head of the Management Discipline, teaches human resource management, learning and development and leadership and change and recently won the 2014 European HRD Conference best teaching and learning resource award.



**Professor Alan Ahearne** Head of Economics at NUI Galway and a former economic advisor at the US Federal Reserve, was one of the first to predict the current recession back in 2006.



**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 the 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 degree and are highly sought after in all areas of Business and Management. 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 then a Business degree at NUI Galway is the right choice for you.



% of J.E. Cairnes School of Business & Economics graduates seeking employment within six months of graduating.



One of Ireland’s top business schools for graduate employability

# International Study & Work Experience Opportunities

Most of our programmes include the opportunity to study abroad and/or work placement. Below is a summary of these opportunities.

	INTERNATIONAL STUDY	WORK EXPERIENCE
BComm (Global Experience)	1 Semester (3rd Year)	1 Semester (3rd Year)
BComm	1 Semester (3rd Year)-(Optional)	1 Semester (3rd Year)-(Optional)
BComm (International)	1 Year	
BComm (Gaeilge)		1 Semester (3rd Year)
BComm (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)

# Our courses allow you specialise in the following areas:

**Accounting:** Accounting & Performance Measurement: Students study accounting and accounting-related modules, positioning them for a career in accountancy and related areas. Depending on the modules chosen, exemptions are available to successful students in the professional accountancy bodies' exams. In addition, students may apply for entry, on a competitive basis, to the Master of Accounting (MAcc) programme at NUI Galway or equivalent postgraduate accounting programmes in other universities.

**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. Economics specialist students are well placed to undertake either postgraduate research at home or abroad, or to embark on a variety of careers in business and economic policy analysis.

**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. The discipline's research programme enhances each subject's content, ensuring it is taught to world-class standards.

**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 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.

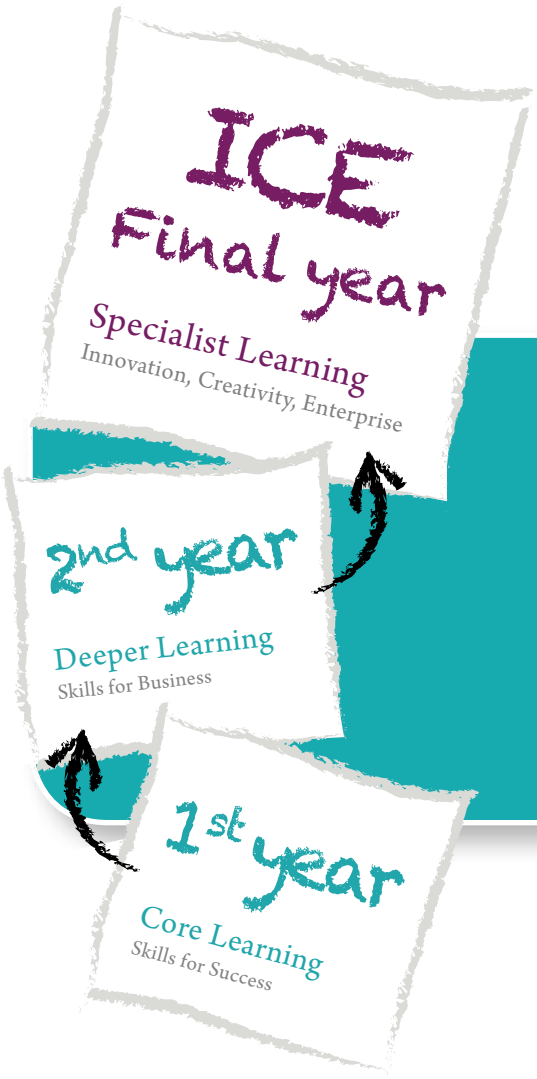
**Business Law:** This stream focuses on law specifically in a business context. It is targeted at students with a particular interest in the legal aspects of business. Students who successfully complete this stream and wish to further specialise in law will be eligible to apply for the LLB.

**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.

# Preparing you for the workplace

- Career Advisors
- Industry Mentors
- Service Learning
- Public Speaking
- Interview Clinics
- Community Engagement

Career Ready



“The Innovation, Creativity and Enterprise module is a big breakthrough in providing an opportunity for students to gain firsthand experience of putting theory into practice with the support and resources of the mentoring panel from the business community, and at the same time having the backing of the teaching staff in the Business School. The interesting phase is now to progress the ideas to see how realistic it is to bring them to market in a cost effective manner that will provide a return on investment.”

Fiona Monaghan,  
General Manager, Failte Ireland West

All Commerce, Commerce (Global Experience), 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 Aer Arann entrepreneur, Pádraig Ó Céidigh, the 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 current 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.
- Entrepreneurship.
- 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 in.

Find out more about the ICE module at [www.nuigalway.ie/commerce](http://www.nuigalway.ie/commerce)



The BComm can take you anywhere

- Final Year  
Degree Specialisation
- Additional Year  
Global Experience
- Year 2  
Building on the Foundation
- Year 1  
Degree Foundation

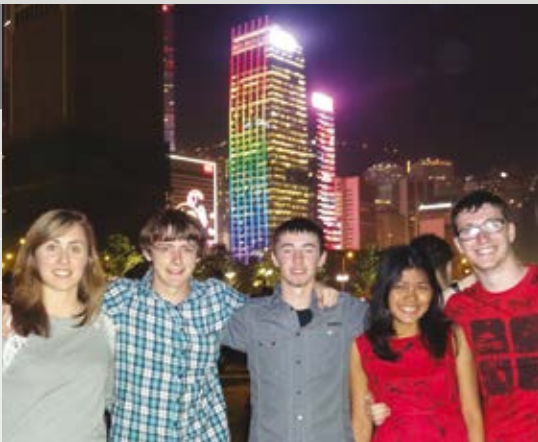


# Bachelor of Commerce (Global Experience)

GY209

## Fact File

Programme Code:	GY209
Duration:	4 years
Average Intake:	60
Minimum points for entry in 2016:	500
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.	



The Bachelor of Commerce (Global Experience) degree is a four-year course. It is a comprehensive business programme, where students complete modules from all different areas of business in the first two years of the degree. In Year 3, students undertake a work placement, or study abroad or do a combination of the work placement and studying abroad. In final year, students specialise in one stream, in Accounting & Performance Measurement, Economics & Public Policy, Management of Human Resources, Marketing Management, Digital Business & Analytics, Finance, Business Law or International Business.

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

There are many reasons to choose the Bachelor of Commerce (Global Experience) degree at the J.E. Cairnes School of Business and Economics.

- There is a broad range of subjects in the first two years of the programme which gives students a broad knowledge of business and allows them to decide in which area it is best for them to specialise in final year.
- 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.
- Our lecturers’ links with industry ensure that the programme is up-to-date, relevant and useful to today’s graduates and employers.
- Specially tailored modules such as Skills for Business which is now taken by second year students. This one–semester module is designed to improve student employability and preparation for the workplace by developing a set of practical skills that form the basis for effective working life.
- Students spend the third year of the programme enhancing their studies by spending one year studying abroad or on work placement in Ireland or one semester studying abroad along with a one semester internship.

### Global Experience, Work Placement Study Abroad

Work Placement partners include:

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

and many more.

I am a huge advocate of the new four-year Commerce (Global Experience) degree. At Facebook, we have a saying: ‘fortune favors the bold’ – be bold. Take the opportunity. Our world is changing at an unprecedented speed. To flourish, future graduates will need to adapt to an ever more global work environment. Since I’ve left NUI Galway, my career has taken me to Deloitte, Microsoft and Facebook but I look back fondly on those years.

**Majella Mungovan** – B Comm Facebook EMEA Finance Director

Study abroad partners include:

- University of California, California, USA
- University of Technology, Sydney
- University of Maryland, Baltimore County, Maryland, USA
- Uppsala Universitet, Sweden
- Villanova University, Pennsylvania, USA
- University of Hertfordshire, England
- American University, Washington DC, USA
- University of Groningen, The Netherlands
- Clarkson University, New York, USA
- EBS Business School, Wiesbaden, Germany
- Montana State University, Montana, USA
- Katholieke Universiteit Leuven, Belgium
- HK University of Science and Technology, Hong Kong
- ESC Rennes, France

For students abroad, tuition 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.

## Course Outline

YEAR ONE:		
COMPULSORY MODULES		OPTIONS-choose one of the following:
Introduction to Management/Financial Accounting		Skills for Success & Business Law I; or
Principles of Microeconomics/Macroeconomics		German; or
Business Information Systems & Information Management for Business		Italian;or
Mathematics and Statistics for Business		Spanish*
Contemporary Management Thought		*A limited number of places are available in Spanish, places will be allocated on previous academic performance
Contemporary Marketing Thought		
YEAR TWO:		
COMPULSORY MODULES		OPTIONS-choose two of the following:
Inferential Statistical Methods for Business		International Financial Reporting I
Marketing Management		Introduction to Financial Economics
Organisational Psychology		Economics of Public Policy
Applied Microeconomics for Business		Business Law II
Management Accounting I		Information Systems & Project Management
Skills for Business		Advanced Statistical Methods for Business
Business Finance I		Management of Organisational Change
Work and Employment Relations		The Psychology of Consumer Behaviour
Macroeconomics and the Business Environment		Doing Business in China: Language & Culture I
Information and Operations Management		
YEAR THREE: Study Abroad / Work Experience		
YEAR FOUR:		
COMPULSORY MODULES		SPECIALISATIONS-choose a stream/discipline:
Business Strategy	Accounting & Performance Measurement	Digital Business & Analytics
Innovation: Creativity and Enterprise	Economics & Public Policy	Finance
Ireland in the Global Economy	Management of Human Resources	Business Law
Ethics and Corporate Social Responsibility	Marketing Management	International Business

# Bachelor of Commerce

GY201

## Fact File

Programme Code:	GY201
Duration:	3 years*
Average intake	270
Minimum points for entry in 2016:	400
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 degree is a 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 or International Business. The programme allows students to work individually and in groups on different projects which are relevant to the ever-changing and dynamic business environment, thus developing their business and interpersonal skills.

### Why choose B Comm?

There are many reasons to choose the Bachelor of Commerce degree at the J.E. Cairnes School of Business and Economics.

- There is a broad range of subjects in the first two years of the programme which gives students a broad knowledge of business and allows them to decide in which area it is best for them to specialise in final year.
- 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.
- Our lecturers’ links with industry ensure that the programme is up-to-date, relevant and useful to today’s graduates and employers.
- Specially tailored modules such as Skills for Business which is now taken by second year students. This one–semester module is designed to improve student employability and preparation for the workplace by developing a set of practical skills that form the basis for effective working life.

### Global Experience and Work Placement:

The B Comm can be extended from three to four years. We offer students a competitive opportunity to enhance their studies, spending one academic year studying abroad or one academic year on work placement in Ireland or one semester studying abroad along with a one semester work placement. In third year students will study a range of business 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 BComm (Global Experience) degree. Students will return to NUI Galway to complete their final year.

### Where the B Comm can 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 & Insurance)
- Education
- Teaching

Graduates can also go on to select from a range of postgraduate programmes in their chosen discipline at the J.E. Cairnes School of Business and Economics.

See text for explanatory note below

## Student Profile

I studied Commerce and specialised in Marketing in my final year. I really enjoyed it as the class was small and the lecturers got to know you individually, which I feel really aids your learning. I hope to work in advertising, and have already received the GlaxoSmithKline Prize for Excellence in Marketing. Life at NUI Galway is amazing and I loved every minute of it! There are so many social outlets on-campus, the clubs and societies are a great way of developing social skills and getting to know people.

Siobhán McGinty – B Comm

## Course Outline

YEAR ONE:		
COMPULSORY MODULES		OPTIONS-choose one of the following:
Introduction to Management/Financial Accounting		Skills for Success & Business Law I; or
Principles of Microeconomics/Macroeconomics		German; or
Business Information Systems & Information Management for Business		Italian;or
Mathematics and Statistics for Business		Spanish*
Contemporary Management Thought		*A limited number of places are available in Spanish, places will be allocated on previous academic performance
Contemporary Marketing Thought		
YEAR TWO:		
COMPULSORY MODULES		OPTIONS-choose two of the following:
Inferential Statistical Methods for Business		International Financial Reporting I
Marketing Management		Introduction to Financial Economics
Organisational Psychology		Economics of Public Policy
Applied Microeconomics for Business		Business Law II
Management Accounting I		Information Systems & Project Management
Skills for Business		Advanced Statistical Methods for Business
Business Finance I		Management of Organisational Change
Work and Employment Relations		The Psychology of Consumer Behaviour
Macroeconomics and the Business Environment		Doing Business in China: Language & Culture I
Information and Operations Management		
YEAR THREE:		
COMPULSORY MODULES		SPECIALISATIONS-choose a stream/discipline:
Business Strategy	Accounting & Performance Measurement	Digital Business & Analytics
Innovation: Creativity and Enterprise	Economics & Public Policy	Finance
Ireland in the Global Economy	Management of Human Resources	Business Law
Ethics and Corporate Social Responsibility	Marketing Management	International Business




# Bachelor of Commerce International

# 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 2016:	French- GY202- 480 / German- GY203- 480 / Spanish- GY204- 480
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 - H4 in French is required. For GY203 - H5 in German is required. For GY204 - H4 in a modern European language other than Irish or English.



The Bachelor of Commerce (International) degree is a four year undergraduate programme which develops students’ Business and Language skills. Students gain knowledge on a broad range of business subjects as well as experiencing life in France, Germany/Austria, or Spain/Chile/Mexico for one year, which gives them an invaluable insight into international business and culture.

The programme allows students to work individually and in groups on different projects which are relevant to the ever-changing and dynamic business environment.

### Why choose B Comm (International)?

There are many reasons to choose the B Comm (International) at the J.E. Cairnes School of Business and Economics.

- Graduates of this programme not only have a great business qualification but also a foreign language which is highly sought after in today’s competitive global 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.
- 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.

### Where the B Comm (International) can take you.

Graduates of the B Comm (International) at the J.E. Cairnes School of Business and 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)

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 and Economics.



### Student Profile

I chose the B Comm International with German at NUI Galway. Being in a global business world, having a language other than English is very important. The B. Comm. International has definitely helped me develop my language and business skills. Along with learning all the important business terms in German, I also improved my writing and spelling skills in German. The course coordinator was fantastic. She gave us so much help and advice. All the lecturers were always very approachable and helpful.

Sarah Whelan – B Comm (International)

## Course Outline

YEAR ONE:	YEAR TWO:	
COMPULSORY MODULES	COMPULSORY MODULES	OPTIONS-choose one of the following:
Introduction to Management/Financial Accounting	Language	International Financial Reporting I
Principles of Microeconomics/Macroeconomics	Inferential Statistical Methods for Business	Economics of Public Policy
Business Information Systems & Information Management for Business	Marketing Management	Introduction to Financial Economics
Mathematics and Statistics for Business	Applied Microeconomics for Business	Advanced Statistical Methods for Business
Contemporary Management Thought	Management Accounting I	Management of Organisational Change
Contemporary Marketing Thought	Organisational Psychology	The Psychology of Consumer Behaviour
Language	Business Finance I or Work and Employment Relations	Information Systems & Project Management
	Macroeconomics and the Business Environment or Business Law I	
YEAR THREE:	YEAR FOUR:	
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.	COMPULSORY MODULES	OPTIONS-choose modules from the following areas:
	Business Strategy	Accounting & Performance Measurement
	Innovation: Creativity and Enterprise	Economics and Public Policy
	French/German/Spanish	Management of Human Resources
	Ireland in the Global Economy	Marketing Management
	Ethics and Corporate Social Responsibility	Digital Business and Analytics
		Finance
		Business Law
		International Business
		Operations/Logistics





# Bachelor of Commerce *Gaeilge*

GY208

## Fact File

Programme Code:	GY208
Duration:	4 years
Minimum points for entry in 2016:	395
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 H5 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.

It is the ideal qualification for students who want to build a career in business or who simply wish to expand their career choices

### Why choose B Comm (Gaeilge)?

The B Comm (Gaeilge) has been 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 have the opportunity to study Gaeilge throughout their degree.

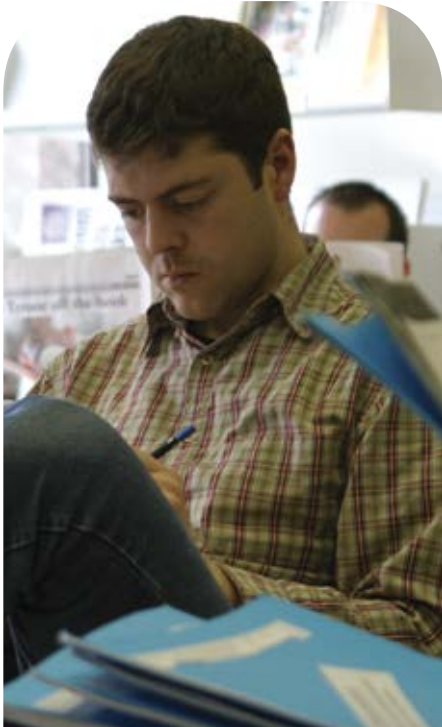
- Graduates of this programme will not only have a great business qualification but also an in-depth knowledge of the Irish language which will give them a competitive advantage in today’s jobs market.
- The large range of subjects in the first two years of the programme gives students a broad knowledge of business and allows them to decide which area of business is best for them.
- Third year of the programme is designed to immerse the students in the language while also giving them valuable work experience.
- 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 and 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)



## Entrepreneur

“I welcome this new, exciting and innovative programme. Throughout my business career An Gaeilge has always opened doors for me and I can see many added career opportunities for those who study a combination of Commerce agus An Gaeilge.”

Pádraig Ó Céidigh– Entrepreneur

## Course Outline

YEAR ONE:	YEAR TWO:	
<b>COMPULSORY MODULES</b>	<b>COMPULSORY MODULES</b>	<b>OPTIONS-choose one of the following:</b>
Introduction to Management/Financial Accounting	Gaeilge	International Financial Reporting I
Principles of Microeconomics/Macroeconomics	Inferential Statistical Methods for Business	Economics of Public Policy
Business Information Systems & Information Management for Business	Marketing Management	Introduction to Financial Economics
Mathematics and Statistics for Business	Applied Microeconomics for Business	Advanced Statistical Methods for Business
Contemporary Management Thought	Management Accounting I	Management of Organisational Change
Contemporary Marketing Thought	Organisational Psychology	The Psychology of Consumer Behaviour
Gaeilge	Business Finance I or Work and Employment Relations	Information Systems & Project Management
	Macroeconomics and the Business Environment or Business Law I	
YEAR THREE:	YEAR FOUR:	
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.	<b>COMPULSORY MODULES</b>	<b>OPTIONS-choose modules from the following areas:</b>
	Business Strategy	Accounting & Performance Measurement
	Innovation: Creativity and Enterprise	Economics and Public Policy
	Gaeilge	Management of Human Resources
	Ireland in the Global Economy	Marketing Management
	Ethics and Corporate Social Responsibility	Digital Business and Analytics
		Finance
		Business Law
		International Business
		Operations/Logistics





# Bachelor of Commerce Accounting

GY207

## Fact File

Programme Code:	GY207
Duration:	3 years *
Average intake	30
Minimum points for entry in 2016:	460
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. *4 years with optional Global Experience & Work Placement year.	



The Bachelor of Commerce (Accounting) is a three-year undergraduate course\* designed for students who have decided that they want a career in accountancy, taxation or corporate finance. Like the Bachelor of Commerce, this course gives students a foundation in business subjects, but with the advantage of a specialisation in accounting subjects at an earlier stage in the programme.

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.

### Why choose B Comm (Accounting)?

There are many reasons to choose the Bachelor of Commerce (Accounting) at the J.E. Cairnes School of Business and Economics.

- Graduates of this course will receive a wide range of exemptions from examinations set by the large professional bodies who train accountants in Ireland, which provides a great start on the road to a career in accountancy.
- The limited number of places on this course means that students benefit from small classes in some of the key accounting modules. This facilitates an interactive learning environment and helps students settle and make new friends quickly.
- Ireland's leading accountancy firms are ranked in the top ten of Ireland's most sought after employers and more than 50% of all graduate jobs in Ireland are in the area of accountancy and financial management.
- 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 3rd year.
- Our lecturers' links with industry ensure that the programme is up-to-date with current and emerging trends and our students benefit from guest lecturers who bring insight into the role and challenges facing accountants in industry and practice today.
- Students taking the optional Global Experience & Work Placement year and those who participate in summer internships with accounting firms after 2nd year benefit from applying their skills in a practical context and can formalise this experience as part of their degree ; work placements and summer internships can be credited as a full module in final year.

### Where the B Comm (Accounting) can take you.

This degree provides a gateway to a successful career in accounting, taxation, corporate finance and related professions. Many of our graduates will be recruited by Accounting firms where they will complete their training as professional accountants or tax specialists. Others will pursue graduate training opportunities in a diverse range of commercial, industrial and financial service organisations. Whether employed in practice or industry, the salaries and career prospects are excellent. Many accountants use their professional qualifications as a springboard to top management positions.

There are also plenty of opportunities for post graduate study after completing the B Comm (Accounting). These include a Master of Accounting programme, which is offered at NUI Galway, or Masters programmes in Banking, Economics, Corporate Finance, Taxation and related disciplines such as proceeding into 2nd year of the LLB (Law Degree) Programme.

## Course Outline

YEAR ONE:	YEAR TWO:	
COMPULSORY MODULES	COMPULSORY MODULES	CHOOSE ONE OF THE FOLLOWING:
Principles of Microeconomics/Macroeconomics	International Financial Reporting II	Information Systems & Project Management
Accounting	Auditing, Assurance and Governance	Work and Employment Relations
Financial Reporting	Management Accounting I	Introduction to Financial Economics
Business Information Systems	Inferential Statistical Methods for Business	The Psychology of Consumer Behaviour
Mathematics and Statistics for Business	Applied Microeconomics for Business	Economics of Public Policy
Contemporary Management Thought	Skills for Business	Advanced Statistical Methods for Business
Foundations of Marketing Thought	International Financial Reporting III	Doing Business in China: Language & Culture I
Skills for Success	Business Finance I	
Business Law I	Business Law II	
	Macroeconomics and the Business Environment	
	Information and Operations Management	
YEAR THREE:		
COMPULSORY MODULES	CHOOSE FOUR ADVANCED ELECTIVES FROM THE FOLLOWING AREAS:	
Advanced Business Law	Economics	
Advanced Financial Accounting	Information Systems	
Management Accounting II & III	Marketing	
Taxation I & II	Management	
Business Finance II	Law	
Innovation: Creativity and Enterprise	Operations/Logistics	
	Doing Business in China: Language & Culture II	
	Accounting Internship (Completed During Previous Summer)	

### Global Experience and Work Placement:

The B Comm (Accounting) can be extended from three to four years. We offer students a competitive opportunity to enhance their studies, spending one year studying abroad or one semester studying abroad along with a one semester work placement. With this option in third year, students will study a range of business/accounting courses through English at an international partner university in Europe, North America, Asia, or Australia, providing students with an invaluable experience and graduating with a B Comm (Accounting -Global Experience) degree. Students return to NUI Galway to complete their final year.

## Student Profile

I knew I wanted a future career in accounting, so this course really appealed to me as it gave me the opportunity to specialise in this area much sooner than I would have been able to in most other courses. During my second year, I competed in a competition run by KPMG and was awarded a twelve week internship in KPMG's Financial Services department. Within the first few months of my final year of college I was offered a training contract by KPMG including sponsorship to complete my Masters in Accounting. I am now auditing large multinational clients and enjoying every minute. The B. Comm (Accounting) has spring boarded my career into the exciting and busy world of corporate accounting. I would recommend NUI Galway to any person who is looking to do the same.

Rhiannon Owen , B Comm (Accounting)

# B.Sc. Business Information Systems

GY206

## Fact File

Programme Code:	GY206
Duration:	4 Years
Average intake	40
Minimum points for entry in 2016:	430
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 BIS?

There are lots of reasons to choose BIS at the J.E. Cairnes School of Business and Economics. The two main reasons are :

1. It is accredited by EPAS meaning that it confers to the highest international standards.
2. The career opportunities are endless. Our graduates are employed by Accenture, Avaya, CISCO, Google, KPMG, Deloitte, Intel, Lawler Developments, Lionbridge, Pramerica and IBM to name just a few.

Other reasons include :

- The small classes mean that you will get a more personal experience.
- The dedicated BIS facilities are excellent and include three computer suites, a seminar room and a collaborative learning facility.
- The blend of business, technology and technology management makes holders of the degree particularly attractive to a diverse set of employers.
- 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, foreign work placement, participation in international virtual teams and learns from guest international speakers.
- The BIS Industry Engagement Initiative includes a paid work placement, site visits to leading multi-national companies and 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.

- You will be taught by dedicated, experienced, research-active, student centred and approachable lecturers .

### Where the BIS programme can take you.

87% of BIS graduates are now in degree related employment. The mix of business acumen, technology skills and management knowledge combined with communication and team skills makes Business Information Systems graduates valuable assets to any organisation. Our graduates pursue careers across a wide spectrum of job titles. Many choose to focus on their business skills and pursue careers as diverse as entrepreneurship, sales, management, or non-business careers such as teaching or law enforcement. Other graduates focus more on their technology skills and pursue more specialist careers such as:

- **Business analyst** - defining the optimal technology to drive business.
- **Software tester/ developer** - application development and testing.

- **eCommerce consultant** - leveraging internet related technologies for business.
- **e-Business specialist** - managing supply chains or customer relationship management systems.
- **IS manager** - managing the range of hardware, software and networking equipment in any organisation.
- **Specialist IS consultant** - working with enterprise systems such as SAP or Oracle.

BIS gives you the flexibility to define your career.

Recent graduates who have decided to pursue further study have chosen masters programmes as diverse as International Management, Marketing and Corporate Strategy, while those opting to stay within the discipline of Business Information Systems can choose from three specialist masters programmes at NUI Galway.

- M.Sc. in Information Systems Management
- M.Sc. in Business Analytics
- M.Sc. in Finance and Information Systems

## Student Profile



Throughout the degree you have access to superb facilities, excellent lecturers and you learn about business, economics, finance and marketing all side by side with programming, databases, enterprise systems, web design and so much more. Along with this, there is a study abroad opportunity and an internship that really boosts that employability factor when you go out for interviews.

**Paul O'Flynn**, BSc. BIS, Financial Analyst, Intel



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

Business Information Systems (BIS) is an EPAS 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 Outline

### 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



<http://www.facebook.com/FMENUIGALWAY>

GY309

## Fact File

Programme Code:	GY309
Duration:	4 Years
Average intake	30
Minimum points for entry in 2016:	485
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 B.Sc. in Financial Mathematics and Economics (B.Sc. 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 B.Sc. in Financial Mathematics and Economics, contact the Programme Director, Cian Twomey at [cian.twomey@nuigalway.ie](mailto:cian.twomey@nuigalway.ie) or T: 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?

There are several reasons to choose the BSc. in Financial Mathematics & Economics at NUI Galway:

- 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.
- Small class size attracts students of the highest calibre: The small class size, with approx. 30 students each year, and the different perspectives that academics from the various disciplines

bring to the programme, ensure that the B.Sc. in Financial Mathematics & Economics is an excellent educational experience.

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

The employment prospects from this degree programme are excellent, with challenging and financially rewarding opportunities in many different areas, including:

- **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. Graduates have also been accepted on to leading postgraduate programmes both in Ireland and in prestigious universities overseas, including the University of Cambridge, Warwick University, and the University of California, Berkeley, USA.

- **Actuarial profession** – graduates can embark on a career as an actuary, working primarily in pensions, life insurance and investments. About one quarter of our graduates in recent years went on to complete postgraduate actuarial studies and some graduates went directly on to positions as trainee actuaries. There are currently more actuarial opportunities in Ireland than there are graduates each year.
- **Other areas** – opportunities for our graduates exist in government departments and other public sector bodies, where they play key roles affecting the national economy. In recent years, graduates have been hired by the Department of Finance, the Central Bank of Ireland, the Bank of England, and the National Treasury Management Agency (NTMA). Moreover, because of their strong numeracy skills, graduates have also secured employment in a wide variety of different areas, for example, as economists, in accountancy, tax and law, in management consultancy and even as a sports odds compiler.

## Course Outline

### 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
Topics in Microeconomic Theory	Mathematical Modelling	Topics in Macroeconomic Theory
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	



Noel Lawless,  
VHI Healthcare

## Student 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





# BA Joint Honours (with Economics)

## Fact File

Programme Code:	GY101
Duration:	3 years (4 years for BA International)
Average intake	850
Minimum points for entry in 2016:	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 in economics can lead to working for a variety of employers, including governments, private companies and non-governmental organisations (NGOs).



### Student 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).

# Some of our graduates include:



**Jim Clarken**  
CHIEF EXECUTIVE OFFICER, OXFAM IRELAND

There was great encouragement by the various academics and culture for being entrepreneurial in terms of opening up options beyond just the basic material. There was also a good connection with real companies and business people which exposed us to the practicalities of what we were learning.



**Nicola Commins**  
ANALYST, NATIONAL TREASURY MANAGEMENT AGENCY

I chose to study Commerce because it offered career opportunities in a range of areas from accounting and marketing to HR, law and economics. I was unsure which area I wanted to specialise in but ultimately chose economics as I enjoyed it from the beginning.



**Dómhnaí Slattery**  
CHIEF EXECUTIVE OFFICER, AVOLON HOLDINGS (NYSE: AVOL)

The combination of a course grounded in reality together with the atmosphere within the University. We took our work seriously but not ourselves seriously. In fact, this is the approach we embrace in Avolon today and is, we believe, a key element in our ability to build a strong team; and, to build and sustain strong relationships with our customers.



**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.



**Orlena Everard**  
SECOND VICE PRESIDENT - AUDIT SERVICES, NORTHERN TRUST CORPORATION

B.Comm International with German is a great course, gives a great foundation for starting your professional career. It provides a great skill set in terms of the technical finance background provided with the great added benefit of having German language skills which employers are seeking in the market place. The university has great lecturers, facilities and a good sense of community.



**Catriona O’Farrell**  
FORMER CEO FINTRAX GROUP

The thing I most enjoyed about the B Comm was the accessibility to lecturers and teaching staff. The interest and support from academic staff was hugely beneficial and in lectures they emphasised relevant, real-world examples. The skills and competencies I acquired included to be career-ready along with an awareness of key economic and management issues including: decision-making, appreciation of entrepreneurial risk-taking and start-ups, and prudent financial planning/management.



**Majella Mungovan**  
FACEBOOK EMEA, FINANCE DIRECTOR

The B.Comm is a pretty general degree. Students get the opportunity to learn a little about many areas before they specialise. It has proved helpful over the years to have even a basic understanding of areas such as statistics, HR & market research.



**Paul O’Flynn**  
SENIOR FINANCIAL ANALYST, LEAN SIX SIGMA GREEN BELT, INTEL CORPORATION

One of the best things that a BIS student is equipped with when they graduate is the employability factor. You learn about business, economics, and marketing all side by side with IT such as programming, information systems, and so much more. Along with this, a student is put on an eight-month internship. Most graduates are snatched up by multinational companies.



**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.





NUI Galway  
OÉ Gaillimh

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