

Dublin Business School (DBS) and
DBS School of Arts

Course Catalogue

2010/2011



Dublin Business School
excellence through learning



School of Arts

Fall Semester Options

Level One

- Culture and Violence
- Introduction to Media, Culture and Society
- Introduction to Economics
- Introduction to European Cinema
- Practical Criticism
- Creative Writing
- Introduction to Fiction
- Introduction to Psychology
- Social Policy-Historical & Cultural Perspectives I

Level Two

- Globalization and Identity I
- Culture and the Body
- Culture and Colonialism
- Post-Colonial Literature and Theory
- Macroeconomics II
- National Economics
- Developmental Economics
- Post-war European Cinema
- Cinema and Identity
- Mise-en-scene: Film Style & Interpretation
- Documentary and Non-Fiction Film
- Introduction to Scriptwriting
- Feature Writing and Freelance Journalism
- Shorthand I
- History of Drama 1700-1900
- History of Poetry 1660-1922
- History of the Novel
- Contemporary Critical Theory
- Production Context
- Irish Film & Television
- Television Theory
- Politics of Representation I
- Broadcasting Culture
- Introduction to Media Production
- Individuals, Society and the State
- Theories of Knowledge
- Freudian Case Histories
- Carrying Out Investigations in Psychology I
- Social Psychology
- Cognitive Psychology II
- Social Policy in Ireland
- Social Care
- Poverty and Exclusion
- Urban Studies

Level Three

- Culture, Gender and Sexuality
- Social Theory I: Classical Social Theory
- Culture, Politics and Power
- International Journalism
- 20th-Century Irish Literature
- Contemporary Drama
- Post-Colonial Literature
- Film & Literature
- Advanced Practice: Production
- Media Production II
- Masterclass: New Media and Society
- Current Issues in Irish Media
- Interpreting Contemporary Life
- Language & Psychoanalysis
- Theories of Human Sexuality
- Developmental Psychology II
- Health Psychology
- Neuropsychology
- Globalization and Identity
- Studying Gender and Sexuality
- Migration and Demographic Change
- Socio-Linguistics
- The Sociology of Work
- Minorities in Ireland

School of Arts

Spring Semester Options

Level One

- Introduction to Politics
- Introduction to World Cinema
- Material Culture and Consumption
- Information Technology for Journalism
- Drama in Context
- World Dramas
- Race and Ethnicity in Film
- Introduction to Psychoanalysis and the Unconscious
- History and Schools of Psychology
- Social Policy-Historical and Cultural Perspectives II

Level Two

- Globalization and Identity II
- Culture and Religion
- Microeconomics II
- Economics of European Integration
- Environmental Economics
- New Waves in World Cinema
- Sound and Cinema
- Stardom and Performance
- Experimental & Avant-Garde Film & Video
- Production & Development
- Sub-Editing I
- World Dramas
- Irish Drama 1890-1950
- Cultural Studies
- European Cinema
- Film & Gender
- Politics of Representation II
- Local and Global Media
- Media, Law and Ethics
- Practical Ethics
- Philosophy of the Sciences
- Freudian Case Histories II
- Principles of Behavioural Analysis
- Trends and Issues in Psychology
- Developmental Psychology I
- Lifespan Development
- Individuals, Society and the State
- Community Care
- Economic and Social Change in Ireland

Level Three

- Socio-Linguistics
- Social Theory II: Postmodernism
- Journalism Electives
- Journalism: Witnessing History
- News, Journalism and Documentary
- Contemporary Fiction
- Irish Drama and Performance
- Current Issues in Film & Broadcasting
- Masterclass: Feature Film & Broadcasting
- State Media
- The Enlightenment
- Metapsychology
- Personality and Individual Differences
- Abnormal Psychology
- Psychology of Organizations
- Studying Contemporary Religions

Culture and Violence

Fall Only

3 Credits – Level 1

Aims and objectives

- To highlight inter-disciplinary theoretical perspectives on violence and social relations.
- To identify differential experiences and expressions of violence
- To consider the social construction of violence within a range of different social contexts, both public and private spaces, including families, sexual-emotional relationships, schools, streets, sports and media.
- To make visible 'hidden' violence and reflect upon the problem.
- To investigate the relationship between violence and popular media by discussing both the media coverage of violence and the effects of violence presented in the media.
- To analyse the social and political context of violence as well as interventions to deal with different types of violence.

Culture and Colonialism

Fall Only

3 Credits – Level 2

Aims and objectives

- To introduce the student to the history of colonialism.
- To survey the history of colonialism through a variety of media, literature photographs, histories, etc.
- To uncover the cultural dimensions of exploration, conquest and settlement.
- To explore the relations between the colonial world and 'home' in cultural terms.
- To explore Irish history and the colonial legacy from a cultural studies perspective.

Culture and the Body

Fall Only

3 Credits – Level 2

Aims and objectives

- To introduce the student to a range of historic and current debates relating to our understanding of the role and use of the human body as an expression of the human condition.
- To examine a variety of approaches to body studies across a range of differing disciplinary perspectives.
- To explore the variety of attitudes, practices, perceptions and taboos associated with our discussion and examination of body issues.

Globalisation and Identity I

Fall Only

3 Credits – Level 2

Aims and objectives

- To introduce the topic of globalisation and evaluate its relationship, impact and effect on identity, be it cultural, political or national.
- To provide the students with an understanding of: the origins of globalisation, world systems theory and cover key debates in globalisation.
- To focus shall be placed on the cultural dimensions of globalisation as well as how identity and globalisation intersect.

Globalisation and Identity II

Spring Only

3 Credits – Level 2

Aims and objectives

- To provide the student with an understanding of culture in a globalised world.
- Identify the changing cultural dimension of globalisation
- Explore the possible impact of technology on cultural issues and personal identity.

Post-Colonial Literature and Theory

Spring Only

3 Credits – Level 2

Aims and objectives

- To introduce students to a wide range of post-colonial fictions, through a variety of writers from around the world.
- To consider migrant writing; the settler colony; the representation of race and ethnicity; the discourse of history; neo-colonial reinterpretation; Orientalism; the formation of the nation state; Ireland as a postcolonial society; the nature of post-colonial identities with emphasis on hybridity; and the notion of cultural tourism.
- To explore to diversity of post-colonial critics.

Social Theory I: Classical Social Theory

Fall Only

3 Credits – Level 3

Aims and objectives

- To introduce students to the classic literature on social theory that has underpinned cultural studies, in this students will be expanding their reading in social theory in the following, final semester in Social Theory II.
- To introduce students to Marxism, sociological readings of capitalism, and the work of the Frankfurt School.
- To investigate the ways in which capitalism, the influence of religion, social cohesion and morality, urbanization, space and time were conceptualised in classical social theory.
- To highlight the ways in which different theories influenced disciplines, ideas and political praxis.

Culture, Gender and Sexuality

Fall Only

3 Credits – Level 3

Aims and objectives

- To introduce students to gender studies and their various theoretical underpinnings including feminist theory, masculinity studies and sexuality studies.
- To explore the social construction of gender and the political issues that this generates.
- To outline topical issues in gender and sexuality studies and to nurture students capacities to critically analyse these issues.

Culture, Politics and Power

Fall Only

3 Credits – Level 3

Aims and objectives

- To examine political ideologies cross-culturally.
- To further explore the ways in which culture mediates, moulds and tempers political policy.
- To discuss and debate other areas of interest, for example, the State, nationalism, political borders (vis-à-vis cultural and geographic borders) as well as the ways in which multiculturalism via immigration transforms political agendas.
- To address issues of politics and power in Ireland from a cultural studies perspective.

Material Culture and Consumption

Spring Only

3 Credits – Level 1

Aims and objectives

- To discuss basic terms, concepts and methods required in the study of material culture and consumption.
- To introduce learners to the role of objects and design in underpinning culture.
- To familiarise learners with some of the ways in which objects and design may be seen to articulate relations of power, gender, cultural difference and belief.

Culture & Religion

Spring Only

3 Credits – Level 2

Aims and objectives

- To examine religion as a mode of communication that articulates people's worldview and concepts of the supernatural.
- To show understanding of religion as an ideology that supports the social order.
- To explore a range of topics and religious behaviour including 'folk' religious practices, 'practical benefits', religion as the basis of identity and culture, and the impact of religious fundamentalism.
- To investigate the historical processes, diffusion and revitalization of traditional values within the context of religion.

Sociolinguistics

Spring Only

3 Credits – Level 3

Aims and objectives

- To introduce students to key concepts in linguistics.
- To help the students appreciate language as a social medium of communication.

Social Theory II: Postmodernism

Spring Only

3 Credits – Level 3

Aims and objectives

- To explore some of the discussions of postmodernism and post modernity.
- To read some of the seminal texts in the debates around postmodernism.
- To develop a critical understanding of some of the terms used in the discussions of postmodernism.
- To develop a critically informed approach to contemporary society and culture.

Introduction to Economics

Fall Only

3 Credits – Level 1

Aims and objectives

- To provide an introduction to the basic principles, theories and institutions in microeconomics and macroeconomics.
- To examine the role of economics and the central concepts used in the field. To examine the decisions of individual consumers and firms.
- To examine economy as a whole.

Introduction to Politics

Spring Only

3 Credits – Level 1

Aims and objectives

- To equip students with an understanding of the central ideas and frameworks necessary to engage in the study of politics.
- To examine the concepts which underpin politics such as rights, property, liberty, sovereignty and democracy.

Developmental Economics

Fall Only

3 Credits – Level 2

Aims and objectives

- To introduce the field of economic development.
- To use economic analysis to understand and explain why some countries have not developed as fast as some other ones.

National Economics

Fall Only

3 Credits – Level 2

Aims and objectives

- To examine in detail the economy of Ireland. Various aspects of the economy are examined in the light of economic theory.
- To analyse different economic theories, for example the Keynesian income-expenditure model, the aggregate demand and aggregate supply framework, the Solow growth model and the Phillips curve, in the development of the Irish economy.

Macroeconomics II

Fall Only

3 Credits – Level 2

Aims and objectives

- To examine how macroeconomics can be used in understanding and formulating economic policy. Issues such as unemployment, inflation, and economic growth are examined using economic principles.
- To discuss the open economy in changing times.

Environmental Economics

Spring Only

3 Credits – Level 2

Aims and objectives

- To introduce key issues in environmental economics.
- To address whether it is possible to produce sustainable increases in welfare given that the environmental resources are finite.

Microeconomics II

Spring Only

3 Credits – Level 2

Aims and objectives

- To develop an understanding of microeconomic theory and its applications.
- To understand how markets work.

Economics of European Integration

Spring Only

3 Credits – Level 2

Aims and objectives

- To introduce European economic and political integration.
- To examine economic, monetary and financial integration within the European Union.

Introduction to European Cinema

Fall Only

3 Credits – Level 1

Aims and objectives

- To introduce learners to the range of films which exist outside of the realm of popular Hollywood cinema, particularly films produced in Europe before World War 2, including cinema from France, Germany and Britain.
- To consider the idea of film as an art form and examine the relationship between this notion and the understanding of cinema as an industry.
- To introduce learners to the concept of national cinema.

Introduction to World Cinema

Spring Only

3 Credits – Level 1

Aims and objectives

- To introduce the learner to a variety of national cinemas and filmmaking practices from around the world, including Japan, India, China, Latin America and Africa.
- Through the use of various case studies learners will consider such issues as industrial development, historical, economic and political context.
- Learners will also be introduced to the various other factors that contribute to the formation and reception of national cinemas outside of Europe and North America.

Cinema and Identity

Fall Only

3 Credits – Level 2

Aims and objectives

- To introduce learners to further questions of identity and representation in cinema and examine how issues of gender, sexuality and race are explicitly and implicitly addressed in mainstream cinema as well as in more oppositional forms.
- To consider the relationship between ideology and film form, grounding the reading of film texts firmly in social context.
- To critically engage with the theoretical debates which have arisen around issues of representation in film, in particular the critical approaches to film which have been offered by feminist and gay and lesbian film theory.
- To address the issue of race from a variety of perspectives, including postcolonial theory, third cinema debates, and writings on black American cinema.

Documentary and Non-Fiction Film

Fall Only

3 Credits – Level 2

Aims and objectives

- To introduce the learner to the history and development of various forms of documentary and other non-fiction film-making and the critical and theoretical responses to them.
- To explore consider other issues relevant to this area of film including technological innovations, ethics and aesthetics, censorship and propaganda, cultural memory, reportage, realism, reflexivity and representation.
- To examine the contributions made by key individuals and movements to the evolution of this form of filmmaking.

Introduction to Scriptwriting

Fall Only

3 Credits – Level 2

Aims and objectives

- To introduce the learner to the process of scriptwriting for the screen.
- To explore the fundamentals of storytelling and help the learner develop the practical skills necessary to construct the final version of a short film script.
- To introduce the learner to the variety of strategies involved in visualising drama and constructing dialogue.
- To develop a creative response to the process through regular workshops read-throughs and feedback sessions. In order to facilitate this creative response learners will be expected to write and develop their scripts outside of the timetabled hours.

Mise-en-scène: Film Style & Interpretation

Fall Only

3 Credits – Level 2

Aims and objectives

- To ask the question: what does it mean to 'read' a film; this module will consider the history of mise-en-scène criticism as a distinct approach to writing about films.
- To examine the writings of notable proponents of this methodology as well as the films chosen as exemplars.
- To address the ideological issues and critical suspicions that have always accompanied mise-en-scène criticism as an approach to the study of film.

Post-War European Cinema

Fall Only

3 Credits – Level 2

Aims and objectives

- To introduce learners to the diverse cinematic output which has emerged from Europe since World War II, including Italian neo-realism, the French New-Wave and New German Cinema.
- To introduce learners to the debates around cinematic realism, art cinema and authorship which have been central to the theorizing of European cinema.
- To challenge the simplistic characterization of European cinema as art cinema, instead developing a more nuanced understanding of Europe's relationship to Hollywood and the notion of popular cinema.
- To outline the connections between films and the social and cultural contexts in which they were produced.

Experimental and Avant-Garde Film & Video

Spring Only

3 Credits – Level 2

Aims and objectives

- To explore the various movements and themes associated with experimental and avant-garde film and video.
- To offer the learner the opportunity to consider the aesthetic dimensions of this form of filmmaking, the critical perspectives associated with it and the dialectical relationship with the conventions and institutions of mainstream forms of filmmaking.
- To allow learners to position this history within a broader cultural context and examine the various practices in relation to their production and reception.

New Waves in World Cinema

Spring Only

3 Credits – Level 2

Aims and objectives

- To further explore the diversity of film practices which have emerged outside Europe and America since World War II.
- To critically engage with the formal and narrative strategies employed within the films screened, and to consider how these strategies function to create meaning.
- To consider issues of representation which arise in world cinema, particularly around issues of gender, national identity and race.
- To address the meaning of popular and genre cinema in different parts of the world.

Production & Development

Spring Only

3 Credits – Level 2

Aims and objectives

- To provide learners with a detailed overview of the production process from script to screen with a view to them producing a short film or related project in the first Semester of the Award stage.
- To engage in individual and group activity outside of the module's timetabled hours. This is to ensure that the learner experience is wholly reflective of the rhythms, requirements and nature of the contemporary industry.
- To give learners an insight into professional standards and procedures and introduce them to the specific stages of film production, including principal photography, post-production, marketing, distribution and exhibition.
- To introduce the specific responsibilities of individual crew members, including producer, director, production designer, cinematographer, production manager, assistant director, camera assistant, sound recordist, editor and sound mixer.

Sound and Cinema

Spring Only

3 Credits – Level 2

Aims and objectives

- To consider the significant relationship between film sound and image from a variety of perspectives.
- To examine the ways in which sound and music have combined and continue to combine to significant effect with the moving image.

Stardom and Performance

Spring Only

3 Credits – Level 2

Aims and objectives

- To focus on the question of performance and the creation of meaning in cinema, including the functioning of the star system.
- To consider the ways in which stardom affects interpretations of a film text.
- To address themes such as the construction of the star persona, issues of ethnicity and the changing meaning of stardom in the digital age.
- To examine different acting styles, including Method acting, as well as questions of gender which are related to performance.

Introduction to Media, Culture and Society

Fall Only

3 Credits – Level 1

Aims and objectives

- To serve as a general introduction to the concepts, ideas and debates that constitute the academic fields of Media and Cultural Studies
- To consider the various ways in which a variety of cultural forms (e.g. fiction, music, consumerism, leisure) develop in contemporary society.
- To reflect upon the relationships between power, representation, identity and cultural production as they appear in Ireland, as well as in a global context.

Information Technology for Journalism

Spring Only

3 Credits – Level 1

Aims and objectives

- To introduce students to the fundamentals of information technology
- To enable students to describe the nature and role of the hardware and software components of computers
- To provide students with good file management techniques with the ability to use the features and functions of a modern operating system environment
- To develop in students the ability to create, edit, store and print documents using word processing and desktop publishing software
- To enable students to build and show a presentation
- To provide students with an appreciation of the social, legal, moral and security/privacy concerns emanating from the growth of Information and Communications Technologies

Feature Writing and Freelance Journalism

Fall Only

3 Credits – Level 2

Aims and objectives

- To introduce students to the basics of feature writing and develop skills.
- To develop the research skills that they have so far learnt for news reporting and will be introduced to the idea that researching feature articles requires just as much attention to detail.
- To learn about specialised features – although feature writers should be able to write about a variety of subjects, there are many writers who have specialised in certain niche areas. Travel writing, reviews, column writing and magazine features are four areas that will be studied and students will gain proficiency in them.
- To learn about the business of journalism and how to set up as a freelance journalist – dealing with commissioning editors, organising work flow, copyright issues, pitching ideas and following up, dealing with payments and taxation.

Shorthand I

Fall Only

3 Credits – Level 2

Aims and objectives

- To introduce the basic principles of Teeline shorthand and build up knowledge of the various signs and symbols, emphasis is on successfully memorizing the building blocks of shorthand and speed will be focused on in the second Shorthand module in Level 3.
- To focus on accurately recording words in shorthand and be able to read back a section of shorthand and translate it into longhand.

Sub Editing I

Spring Only

3 Credits – Level 2

Aims and objectives

- The process that takes place after newspaper copy is written.
- The various aspects of print production that influence the job of the subeditor.
- Topy editing basics.
- The rules of writing effective headlines and stand firsts
- The organisation of information.
- The identification of misrepresentation, bias, factual inaccuracy and defamation.
- The tenets of professional page design and layout in a newspaper or magazine with reference to the expectations of differing publications and readerships.
- The principles of good design in the context of websites and e-publications, and how layout differs between print and the web.

International Journalism

Fall Only

3 Credits – Level 3

Aims and objectives

- To understand theoretical approaches to journalism as a global cultural practice.
- To examine the ways in which journalism operates in the global media environment
- To examine journalism practices across cultures.
- To understand the nature and extent of alternative media approaches internationally.
- To address the relationships between journalism and other social institutions.

Journalism: Witnessing History

Spring Only

3 Credits – Level 3

Aims and objectives

- To the writings of journalists who wrote about what are now regarded as the most significant events in world history.
- To discuss the role of journalists in capturing a significant event and will investigate whether they are writing a version of history or preserving the truth in their articles.
- To investigate the use of literary imagery and/or artistic licence and attention will be given to news reports and documentaries in capturing a moment in history.
- To examine the impact that these works had on the society of the time and on following generations.
- To consider what legacy these journalists left their fellow practitioners.

Journalism Electives

Spring Only

3 Credits – Level 3

Aims and objectives

- To explore the differences and similarities between print and online newspapers. It will look at how the internet and other technological advances have made it possible to reach diverse multi-media users.
- To outline how digital technologies make it possible for a news story to be created, and changed for use, on different media platforms, and consumed by diverse audiences almost immediately.
- To consider how traditional media have been overtaken by independent media publishers, as trends such as citizen journalism, blogging, crowd-sourcing and social networking became mainstream.
- To address the new legal parameters invented to deal with the brave new world of digital journalism and its threat to intellectual property/copyright ethics.
- To discuss topics through a series of informal and interactive seminars.

News, Journalism and Documentary

Spring Only

3 Credits – Level 3

Aims and objectives

- To provide an overview of news production and an analysis of current affairs, including televisions and documentary.
- To examine the processes surrounding the production and motivation of these programmes.

Practical Criticism

Fall Only

3 Credits – Level 1

Aims and objectives

- To introduce the study of poetry at third level.
- To introduce the methods and the specialised vocabulary employed in literary critical analysis of poetry.
- To foster the development of the knowledge and understanding necessary to the description and close study of poems in relation to their technical, historical, social, cultural and philosophical contexts.
- To encourage the practice of wide and exploratory reading.

Creative Writing

Fall Only

3 Credits – Level 1

Aims and objectives

- To introduce student writers to the workshop method of learning and production.
- To provide the students with an opportunity to produce written work in the genres of poetry, playwriting, short and long prose fiction, and review/criticism, for review by their peers.
- To introduce student writers to an audience of serious readers.
- To provide students with the opportunity to improve their creative and critical writing skills, including their editorial skills.

Introduction to Fiction

Fall Only

3 Credits – Level 1

Aims and objectives

- To introduce the study of fiction at third level with a selection of short texts.
- To explore some of the possibilities of the short story and the novella.
- To compare realistic and fantastic narratives in terms of techniques, effects and implications.
- To study the treatment of character and setting in particular pieces of fiction.
- To analyse works of fiction in terms of narrative techniques and structure.
- To consider the treatment of personal, intimate and local subjects as well as broad philosophical questions in fiction.

Drama in Context

Spring Only

3 Credits – Level 1

Aims and objectives

- To introduce the study of drama at degree level through a selection of plays.
- To introduce the methods and terminology used in the analysis of dramatic texts.
- To introduce a range of dramatic traditions, models and conditions out of which individual plays emerge.
- To foster the development of the knowledge and understanding necessary to the description and close study of plays in relation to their technical, historical, cultural and philosophical contexts.
- To broadly trace the development of dramatic forms and conventions from the classical to the modern world.
- To broadly trace the development of theatre spaces and stages from the classical to the modern world.

World Dramas

Spring Only

3 Credits – Level 1

Aims and objectives

- To provide the student with an introduction to a number of selected non-Western and alternative theatre traditions and conditions.
- To provide the student with a knowledge and understanding of the culturally specific aspects of dramatic conventions and procedures.
- To foster the students' knowledge and awareness of the political, social and philosophical implications of dramatic conventions and practices.

Race and Ethnicity in Film

Spring Only

3 Credits – Level 1

Aims and objectives

- To foreground the construction of racial and ethnic identities on screen.
- To provide students with an overview of debates in postcolonial theory and theories of identity. These are examined in relation to investigation of both cinematic and cultural texts.
- To illustrate these theoretical perspectives as they relate to the study of film via screenings of films that encapsulate varying societal conceptions of race and ethnicity.
- To enable students, via class exercises, to compare and contrast mainstream filmic texts with non-mainstream film and consider the ideological issues they may raise in relation to the construction of race and ethnicity on screen.

Production Context

Fall Only

3 Credits – Level 2

Aims and objectives

- To provide a systematic introduction to film production in Ireland, from facilities to funding bodies, giving students an understanding of the context of film production in Ireland.
- To introduce students to the specific stages of film production – development, pre-production, principal photography & post-production, marketing, distribution & exhibition, along with the specific responsibilities & roles of individual crew members on a production during these different stages.
- To introduce students to the specifics of film and television production, explaining such issues as script formatting, reader's reports, script breakdowns, call sheets, production schedules, shooting schedules and budgets.

Irish Film and Television

Fall Only

3 Credits – Level 2

Aims and objectives

- To discuss the representation of Ireland in the cinemas of the U.K. and U.S. from the beginning of the twentieth century to the present day.
- To address the main issues in the development of the indigenous Irish film industry over the last 2-3 decades.
- To become familiar with the history of television broadcasting in Ireland.
- To have an appreciation of the most important theoretical work in the subject areas covered.
- To be able to evaluate material that falls within the scope of the module.

Television Theory

Fall Only

3 Credits – Level 2

Aims and objectives

- To provide students with an understanding of the narrative and stylistic qualities of the television medium.
- To address the debates central to television theory.
- To analyse the structure of television content.

Contemporary Critical Theory

Fall Only

3 Credits – Level 2

Aims and objectives

- To address the extent that works of literature support or subvert dominant ideologies in society or create new ones.

A History of Drama, 1700-1890

Fall Only

3 Credits – Level 2

Aims and objectives

- To provide the student with a comprehensive history of the development of theatre art between the end of the Renaissance and the beginning of the modern period.
- To provide the student with a clear picture of the range of possibilities open to theatrical innovators by the beginning of the twentieth century.

A History of the Novel

Fall Only

3 Credits – Level 2

Aims and objectives

- To gain an understanding of how the novel developed as a new genre in the eighteenth century to become, over the course of the nineteenth and the twentieth centuries, the most popular and perhaps most important literary form in the Western tradition.

European Cinema

Spring Only

3 Credits – Level 2

Aims and objectives

- To examine key areas and moments in European cinema.
To analyse the ways in which these films may represent and reflect cultural and societal preoccupations within their national context.
- To explore the issue of authorship, the idea of Art cinema and how it may be related to certain films of European auteurs.

Film and Gender

Spring Only

3 Credits – Level 2

Aims and objectives

- To provide a thorough grounding in key theories of gender representation within the context of mainstream and alternative cinema.
- To examine the cinematic construction of (gendered) identities, and analyse how these are reinforced in the popular imagination.
- To critically explore the changing representations of sexual identity on screen and how this effects current approaches to film criticism.

Irish Drama, 1890-1950

Spring Only

3 Credits – Level 2

Aims and objectives

- To provide the student with an introduction to, and the opportunity to further reflect upon, some of the common and unifying ideas and themes that characterize the Irish dramatic tradition from the Irish Literary Renaissance to the late twentieth century.
- To provide the student with the opportunity to develop their knowledge and understanding of the role of theatre in the construction of Irish history and identity.

World Dramas

Spring Only

3 Credits – Level 2

Aims and objectives

- To provide the student with an introduction to a number of selected non-Western and alternative theatre traditions.
- To provide the student with a knowledge and understanding of the culturally specific aspects of western dramatic conventions and procedures often assumed to be 'universal'.

History of Poetry, 1600-1922

Spring Only

3 Credits – Level 2

Aims and objectives

- To acquire not only critical thinking skills to relate poetic texts to their historical contexts in a meaningful way but also knowledge of a diverse pool of poetic techniques and forms that allow for the ambiguity and mystery of textual expression.
- To foster an understanding of some of the ways poetic expression has altered to develop effectively striking critical presences in society over the course of the 17th to early 20th Century from the 'metaphysical' to the 'modernist' phases.
- To recognise the overlapping themes, content and address of successive stylistic movements and identify how different historical contexts have called for similar critical commentary.

Cultural Studies

Spring Only

3 Credits – Level 2

Aims and objectives

- To become familiar with the critical theory of the Frankfurt school, its critique of trends in twentieth century culture and society and its aesthetics.
- To come to grips with some of the arguments regarding Postmodernism and post modernity.
- To acquire knowledge of some of the major debates regarding the relationship between culture and society from the early twentieth century to the present day.

Film and Literature

Fall Only

3 Credits – Level 3

Aims and objectives

- To facilitate discussion about the relationships between the narrative conventions used in film and literature.
- To equip students with the critical vocabulary required for analysis and close reading of different types of narrative used in film and literature, and to make connections between the disciplines of film studies and literary/dramatic studies.
- To address definitions of narrative; written, oral and visual narrative; literary and cinematic narrative; text and image; mise en scène; story and plot; character and setting; point of view; and cinematic adaptations of literary works.

Advanced Practice: Production

Fall Only

3 Credits – Level 3

Aims and objectives

- To equip learner's with a comprehensive understanding of video production equipment.
- To equip learner's with advanced skills in video photography.
- To equip learner's with advanced skills in video lighting.
- To equip learner's with advanced skills in sound recording.
- To equip learner's with advanced skills in post production.

Contemporary Drama

Fall Only

3 Credits – Level 3

Aims and objectives

- To study a broad range of twentieth century developments in drama. Beginning with some of the important European experiments of the early part of the century, the module goes on to look at some of the key figures in English-language drama since 1950.
- To gain knowledge of the international influences affecting contemporary playwrights as well as a broad understanding of what 'modern drama' is variously supposed to mean.

Twentieth Century Irish Literature

Fall Only

3 Credits – Level 3

Aims and objectives

- To provide an introduction to some of the great works of Irish modernism as well as of the later twentieth century in Ireland.
- To develop an informed and critical understanding of the works of writers such as Yeats, Joyce, Beckett and McGahern and of Irish Literature in general in the twentieth century.

Post-colonial Literature

Fall Only

3 Credits – Level 3

Aims and objectives

- To explore the political and psychological impact of new nations grappling with their various colonial pasts.
- To illuminate debates about freedom and identity that continues to define nature of the human animal at the beginning of a new century.

Current Issues in Film and Broadcasting

Spring Only

3 Credits – Level 3

Aims and objectives

- To provide students with an overview of the evolution of the Irish film and broadcasting industries and an understanding of the debates currently central to the development of these sectors.

Masterclass: Feature Film Case Study

Spring Only

3 Credits – Level 3

Aims and objectives

- To provide students with an understanding of the various processes involved in the production of feature films in Ireland, from the commissioning of a project through to the post-production, distribution and marketing.

Irish Drama in Performance

Spring Only

3 Credits – Level 3

Aims and objectives

- To understand and participate in the process of theatre reviewing, examining a broad range of elements (including grant aid, funding, and physical conditions) that affect production process and the performance outcomes of contemporary Irish plays in modern Irish theatre spaces.
- To reflect on the relationship between reviewer and audience, and to consider who the audience is and to what extent theatre criticism influences audiences' preferences around theatre going.
- To discuss current trends and directions in Irish theatre in a manner informed by an understanding of historical and literary contexts.
- To produce five well crafted evaluations of productions that show an understanding of the complex range of creative elements and physical conditions which combine to produce an engaging theatre experience.

Contemporary International Fiction

Spring Only

3 Credits – Level 3

Aims and objectives

- To study the formal and stylistic evolution of fictional writing in the late twentieth century and ask how that evolution relates to changing literary, cultural and historical conditions.
- To analyse the individual texts alongside parallel developments in social, cultural and literary theory.
- To introduce students to a wide range of contemporary fictions, through a variety of writers from around the world.

Politics of Representation I

Fall Only

3 Credits – Level 2

Aims and objectives

- To introduce students to key theories surrounding representation of gender, race & ethnicity, & sexuality in film & television.
- To examine how specific identities are constructed by filmic texts & television programmes; how and when certain identities are represented or excluded by the text's use of a) spatial narration & b) temporal narration.
- To examine how we encounter & consume media products, considering, for example, the genre rules governing how we approach reading a text.
- To foreground key issues such as media stereotyping of minorities, the question of self-representation of minorities, & debates regarding how best to counter media stereotypes.
- To interrogate the messages & values offered by specific texts, & what these messages might disclose about the way specific identities are culturally perceived.

Broadcasting Culture

Fall Only

3 Credits – Level 2

Aims and objectives

- To develop a clear sense of the historical development of radio and television broadcasting, as well as an understanding of contemporary issues such as the impact of new media.
- To have an appreciation of some of the most important theoretical and critical work in the subject areas covered.
- To apply critical skills to specific examples of television and radio broadcasting.

Introduction to Media Production

Fall Only

3 Credits – Level 2

Aims and objectives

- To equip learner's with a comprehensive understanding of core media production issues as they pertain to the film and television broadcasting industries.
- To equip learners with basic skills in broadcast technology (camera, lighting, sound and editing).
- To provide learners with hands-on instruction in all relevant aspects of pre production, production and post production.

Politics of Representation II

Spring Only

3 Credits – Level 2

Aims and objectives

- To expand upon the core theories and debates introduced in The Politics of Representation I;
- To examine how popular media forms and sub-cultural practices contribute to the ideological and symbolic construction of identity, in terms of class, gender, sexuality and race;
- To investigate Post-Colonial Studies;
- To examine conceptions of the nation and forms of nationalism as formulated and promoted by film;
- To examine these issues alongside films that relate to the debates articulated in class;
- To screen films, that will form an essential part of the course, as objects of analysis.

Media Law & Ethics

Spring Only

3 Credits – Level 2

Aims and objectives

- To provide the student with an overview of the laws and regulations that affect the functioning of print, broadcast and electronic media along with a broad understanding of core legal issues through the use of case study analysis.
- To evaluate existing case law to enable them to identify potential problem areas.

Local and Global Media

Spring Only

3 Credits – Level 2

Aims and objectives

- To acquaint students with the political, economic and cultural aspects of globalization.
- To focus on the political and moral issues involved in the development of global media industries and markets.
- To enable students to critically understand the relationship between global structures and local practice.
- To entail a thorough examination of the concepts such as modernism, postmodernism, cultural imperialism and their relations to international practice.

Media Production II

Fall Only

3 Credits – Level 3

Aims and objectives

- To equip learner's with a comprehensive understanding of core media production issues as they pertain to the film and television broadcasting industries.
- To equip learners with advanced skills in broadcast technology (camera, lighting, sound and editing).
- To provide learners with hands-on instruction in all relevant aspects of pre production, production and post production.
- To provide learners with hands-on instruction in outputting projects for broadcast.

Masterclass: New Media and Society

Fall Only

3 Credits – Level 3

Aims and objectives

- To offer an understanding of the nature, origin and variety of meaning behind our ideas surrounding cultural practice and production.
- To analyse how our understanding of cultural practice and production is constantly evolving as we engage with new technologies and new media.
- To examine the processes of production in a number of the key areas in new media: film, radio and the internet.

Current Issues in Irish Media

Fall Only

3 Credits – Level 3

Aims and objectives

- To focus on current issues and concerns within Irish media industries.
- To provide students with informed analysis of key issues from those working in the industry.

State Media

Spring Only

3 Credits – Level 3

Aims and objectives

- To examine how specific historical, economic and political forces shape media institutions and how these factors determine the relationship between social institutions, government bodies and the media.
- To analyse the role of the state in the media and cultural industries.
- To equip students with methods of comparative international analysis.
- To conduct case studies as a means of concretizing theoretical claims.

Individuals, Society and the State

Fall Only

3 Credits – Level 2

Aims and objectives

- To introduce students to several strands of political philosophy such as liberalism, conservatism, socialism, paying particular attention to the relationship of the individual to society and the state.
- To explore some of the seminal works of ancient, mediaeval, modern and contemporary political philosophers as well as exploring key works that established political science such as Plato's Republic and Aristotle's Politics and Nicomachean Ethics, to name but a few.
- The pervasive influence of Plato and Aristotle, and their enduring legacy, will be emphasised.
- To study philosophical anthropological accounts of the human person

Theories of Knowledge

Fall Only

3 Credits – Level 2

Aims and objectives

- To look at the main questions concerning epistemology, the limits of human knowledge, and how knowledge can be obtained.
- To examine the various types of knowledge within the western philosophical tradition.
- To look at the difference between knowledge and belief, i.e. theories of truth.
- To examine the epistemologies of Plato, Descartes, Kant and Popper.
- To analyse the theories of scepticism, rationalism, realism and empiricism within philosophy will be analysed.

Practical Ethics

Spring Only

3 Credits – Level 2

Aims and objectives

- To introduce students to a history of ethics and morals in the Western philosophical tradition to explore some of the seminal works of moral philosophers and ethicists.
- To appreciate and understand the seminal themes and topics of ethics and moral philosophy.
- Understand philosophical movements in ethics such as classicism, utilitarianism and deontology.
- To show familiarity with some key works such as Plato's Republic, Aristotle's Nicomachean Ethics, Aquinas's Cardinal Virtues , Freud's 'Civilized Sexual Morality and Modern Nervous Illness', and Ricoeur's Oneself as Another.

Philosophy of the Sciences

Spring Only

3 Credits – Level 2

Aims and objectives

- To introduce students to the philosophy of the sciences.
- To examines the nature of scientific theories and scientific theorizing through a combined study of the history of science and philosophical analysis.
- To provide exposure to the most significant contributors in the philosophy of science.
- To examine the experiments and facts, induction, falsificationism, scientific paradigms, research programmes.

Interpreting Contemporary Life

Fall Only

3 Credits – Level 3

Aims and objectives

- To introduce students to several strands of contemporary Continental philosophy.
- To explore some of the seminal works of twentieth-century philosophers.
- The pervasive influence of Voegelin and Iris Murdoch, and their enduring legacy, will be emphasised.
- To see how modern philosophical movements such as hermeneutics, phenomenology and existentialism can throw light on issues affecting us in our time.

The Enlightenment

Spring Only

3 Credits – Level 3

Aims and objectives

- To introduce students to several strands of Enlightenment thought.
- To explore some of the seminal works of seventeenth and eighteenth-century philosophers.
- To appreciate and understand what gave rise to the birth of Modern Philosophy.
- Understand philosophical movements in epistemology such as empiricism and rationalism.
- To show familiarity with some key works such as Pascal's *Pensees*, Kant's *Groundwork*, Montaigne's *Essays* and Descartes' *Meditations*.

Introduction to Psychoanalysis and the Unconscious

Spring Only

3 Credits – Level 1

Aims and objectives

- To outline the historical context within which psychoanalysis emerged with particular reference to his work on hysteria.
- To introduce some basic notions relating to repression, the unconscious and psychosexual development as outlined in Freud's texts.
- To outline the function and objectives of psychoanalytic practice and technique.
- To introduce how Jacques Lacan applied the science of linguistics to Freudian psychoanalysis and the unconscious.
- To explore specific manifestations of the return of the repressed as outlined by Freud.
- To uncover the workings of unconscious logic through a close study of dreams as one such manifestation of the return of the repressed.
- To study the Freudian approach to dream interpretation.

Freudian Case Histories I

Fall Only

3 Credits – Level 2

Aims and objectives

- To introduce students to two key Freudian case histories, *Analysis of a phobia in a five-year-old boy (Little Hans)*, 1909, *Notes upon a Case of Obsessional Neurosis (Ratman)*, 1909.
- To study, through these cases, key concepts of psychoanalytic theory and technique.
- To explore how central theoretical themes can be applied to psychoanalytic clinical practice.

Freudian Case Histories II

Spring Only

3 Credits – Level 2

Aims and objectives

- To introduce students to the primary theoretical concepts of psychoanalytic treatment via a close reading of the *Dora Case Study*.
- To explore Freud's in-depth analysis of a psychotic Supreme Court judge, Schreber, and to relate this to Jacques Lacan's contribution to the theory of psychosis.

Theories of Human Sexuality

Fall Only

3 Credits – Level 3

Aims and objectives

- To explore in detail how unconscious forces structure sexual desire thus making human sexuality, psychosexuality, as distinct from biological sexual instinct.
- To study how Freud and early Lacan outline the manner in which the sexual drive comes to be organised in the course of the individual's psychosexual development.
- To trace how early sexual development comes to be inscribed in adult sexual life in the psychological structures, particularly those of the neuroses and perversion.
- To explore and adjudicate on some of the central ideas in, and the key contributors to the fifteen-year debate on what it is that divides the sexes.

Language and Psychoanalysis

Fall Only

3 Credits – Level 3

Aims and objectives

- To demonstrate that the unconscious can be studied in a rational and coherent way.
- To explore in full the idea that the unconscious is structured like a language.
- To study the human subject as a speaking subject.
- To investigate and explore the interface between psychoanalysis and linguistics.
- To demonstrate the importance of the concept of the symbolic for clinical practice and psychopathology.

Metapsychology

Spring Only

3 Credits – Level 3

Aims and objectives

- To familiarise students with some key meta-psychoanalytic concepts.
- To introduce the basic tenets of the theory underlying Freudian psychoanalysis.
- To outline the Freud's topographical models of mind.
- To inform students of Freud's seminal contributions to our understanding of the following: theory of the instincts, narcissism, mental functioning, and melancholia.

Introduction to Psychology

Fall Only

3 Credits – Level 1

Aims and objectives

- To enable students to understand some of the basic principles and themes within Psychology.
- To have the student engage in the literature concerned with Psychology and evaluate the issues.
- To begin to identify the application of the principles of Psychology within the environment.
- To begin to identify and discuss the basic themes involved in Psychology, including the various disciplines and theorists.
- To discuss the research methods used in this discipline and indicate the awareness of the importance of ethics.
- To be able to source relevant literature and resources to judge the appropriateness, strengths and weaknesses of various issues in Psychology and consider the diversity of thinking within the discipline.
- To recognise the relative usefulness of theories and methods of Psychology in various applied contexts.
- To start to reflect on their own learning.
- To begin to develop communication skills in giving their supported ideas to fellow colleagues in both written and oral forms.

History and Schools of Psychology

Spring Only

3 Credits – Level 1

Aims and objectives

- To develop an insight into the various domains within the history and schools of psychology including its early growth from the philosophical and science disciplines and the development of the core perspectives in psychology.
- To explore the contributions of each of the major perspectives within the discipline of Psychology – Psychoanalysis; Behaviourism; Humanistic; Cognitive; Biological and Evolutionary.
- To develop an understanding of these different perspectives in an historical context.

Developmental Psychology

Spring Only

3 Credits – Level 2

Aims and objectives

- To explore the various theoretical perspectives in understanding human growth and development, including cognitive, psychosocial, humanistic, social-cognitive, learning and ecological approaches.
- To review the most important empirical work relevant to these domains.
- To examine the key biological, social, emotional and cognitive developmental changes that occurs across the lifespan.
- To familiarise students with the principal research techniques used within developmental psychology.
- To assess how work in developmental psychology can be applied to real world issues, such as bullying and divorce.

Social Psychology

Fall Only

3 Credits – Level 2

Aims and objectives

- To enable students to understand and examine the basic principles and themes within Social Psychology as well as recent research, trends and findings.
- To explore the contributions made by Social Psychology to the understanding of the individual, the interpersonal processes and group processes.
- To engage with the literature concerned with Social Psychology and examine the issues.
- To begin to understand the application of the principles of Social Psychology within the environment.

Cognitive Psychology II

Fall Only

3 Credits – Level 2

Aims and objectives

- To further explore some of the most central topics in the domain of cognitive psychology.

Carrying out Investigations in Psychology

Fall Only

3 Credits – Level 2

Aims and objectives

- To teach students the methods of carrying out psychological research.
- To learn how to plan and conduct independent research by a range of methods including observations, surveys and experiments.

Principles of Behavioural Analysis

Spring Only

3 Credits – Level 2

Aims and objectives

- To develop an understanding of the theoretical underpinnings of the principles of behavioural analysis.
- To provide an overview of the main approaches in conditioning.
- To familiarise students with the interventions associated with this important area of application.
- To demonstrate how behavioural analysis can be seen as a general approach to psychology and how it can be related to the various other conceptual frameworks current in modern psychology.
- To demonstrate how behaviour change principles have been applied to a variety of behaviours in diverse settings.

Trends and Issues in Psychology

Spring Only

3 Credits – Level 2

Aims and objectives

- To enable students to understand the current themes and issues as well as the strengths and weaknesses within the field of Psychology.
- To have the student engage in the literature concerned with their discipline in order to evaluate the trends and issues.
- To view psychology holistically and understand the importance of how knowledge is disseminated to the general public.

Developmental Psychology II

Fall Only

3 Credits – Level 3

Aims and objectives

- To explore the development of the individual across the lifespan, focusing on three inter-related spheres - the bio-social, the psycho-social and the cognitive.
- To examine how research in developmental psychology can be applied to everyday life and whether interventions based on applied research have been successful in areas such as bullying and divorce.

Neuropsychology

Fall Only

3 Credits – Level 3

Aims and objectives

- To provide a foundation in the anatomy of the brain, the neuron and neurotransmission.
- To discuss the methods of investigation employed in neuropsychology.
- To introduce students to scientific terminology referring to the brain and behaviour.
- To research published neuropsychological work.
- To become familiar with topics discussing neuropsychology.

Health Psychology

Fall Only

3 Credits – Level 3

Aims and objectives

- To introduce students to the rapidly developing field of health studies.
- To improve students understanding of the role that behaviour plays in determining health and illness.
- To highlight the importance of a biopsychosocial approach to understanding health and illness.
- To enable students to critically evaluate health research.

Personality and Individual Differences

Spring Only

3 Credits – Level 3

Aims and objectives

- To provide an overview of the different theoretical perspectives of psychologists interested in personality development.
- To provide students with a deeper understanding of the factors underpinning individual differences in personality and temperament.

Psychology of Organisations

Spring Only

3 Credits – Level 3

Aims and objectives

- To critically evaluate the underlying and underpinning issues and assumptions of the theories and principles of organisational psychology.
- To develop a critical appreciation of the research practices employed in organisational psychology.
- To develop a clear understanding of the role of psychology in organisational settings.

Abnormal Psychology

Spring Only

3 Credits – Level 3

Aims and objectives

- To introduce the causes, clinical descriptions, and treatments of the various abnormalities of human behaviour.
- To explore relative diagnostics methods, research trends and findings, research methodologies used at present and historically, and the contributions these make to our understanding of this area of human behaviour.

Social Policy – Historical and Cultural Perspectives I

Fall Only

3 Credits – Level 1

Aims and objectives

- To introduce learners to the academic discipline of Social Policy.
- To explore the historical and cultural evolution of Social Policy.
- To review the administration and funding of the main tools of Social Policy.
- To investigate social stratification in Ireland and the impact of this stratification on society.
- To lead learners in outlining and describing certain issues, debates and discussions relating to the discipline of Social Policy through classroom activities and the production of written academic tasks.

Social Policy – Historical and Cultural Perspectives II

Spring Only

3 Credits – Level 1

Aims and objectives

- To explore the ideology of the main political parties in Ireland and the subsequent impact on policy making and implementation.
- To examine specific social issues that hold significant relevance and importance in Irish society.
- To consider the history of Ireland's entry into the European Union and its role within Europe today.
- To lead learners in outlining and describing certain issues, debates and discussions relating to the discipline of Social Policy through classroom activities and the production of written academic tasks.

Social Policy in Ireland

Fall Only

3 Credits – Level 2

Aims and objectives

- To further develop the students' understanding of Social Policy in an Irish context.
- To critically appraise how Social Policy has evolved through the history of the State.
- To examine in detail the role of the main influential institutions connected with the formation of contemporary Irish Social Policy.
- To provide analysis of issues of concern in the development of Irish Social Policy.
- To evaluate the context in which current Irish Social Policy theory and practice is located.

Social Care

Fall Only

3 Credits – Level 2

Aims and objectives

- To critically appraise social care policy and practice in Ireland and abroad.
- To develop a professional level of knowledge of the ethics and values that guides professional social workers.

Poverty and Exclusion

Fall Only

3 Credits – Level 2

Aims and objectives

- To enable students to demonstrate a familiarity with various approaches used to measure poverty, deprivation and social exclusion.
- To enable students to develop an awareness of mainstream as well as alternative explanations for poverty, deprivation, and social exclusion.
- To enable students to develop an insight into the social and spatial distribution of poverty, deprivation, and social exclusion both globally and in Ireland.
- To enable students to comprehend the impact of poverty and deprivation on economic status, economic inequality and lifestyle.
- To enable students to demonstrate an awareness of the multi-faceted relationships between social exclusion and such themes as education, employment, crime, housing and health.
- To enable students to discuss routes out of poverty, understand contemporary measures to combat poverty globally, within the EU and in Ireland and to evaluate the implementation of these policies.

Urban Studies

Fall Only

3 Credits – Level 2

Aims and objectives

- To provide detail knowledge and understanding of the processes of urbanization and the category of the rural in sociological literature.
- To explore the origins and form of the city from Çatal Höyük to ancient Rome, and from Victorian London to contemporary Los Angeles.
- To question how urban theory has been formed and what its contribution is to social science.
- To expose students to the major social science schools of thought in relation to the topic matter – e.g., the Frankfurt School to the Chicago School, and from Jane Jacobs to the LA School.
- To explore the spatial patterning of poverty, exclusion and political representation, for example, in urbanised societies.

Individuals, Society and the State

Spring Only

3 Credits – Level 2

Aims and objectives

- To introduce some of the basic concepts that have helped define a civil society in a historical perspective.
- To discuss diverse strands of political philosophy such as liberalism, conservatism, socialism, while paying particular attention to the relationship of the individual to society and the state.
- To introduce some of the seminal works of ancient, mediaeval, modern and contemporary political philosophers that helped establish political science.

Community Care

Spring Only

3 Credits – Level 2

Aims and objectives

- To critically appraise policy and practice in Ireland and abroad.
- To develop a professional level of knowledge of the ethics and values that guides professional social workers.
- To gain an understanding of the dynamics of community care at both micro and macro levels of social operation.

Economic and Social Change in Ireland

Spring Only

3 Credits – Level 2

Aims and objectives

- To explore the wide variety of economic and social changes that have occurred in Ireland since the foundation of the State, including demographic trends.
- To provide an analysis of the phenomenon known as 'The Celtic Tiger' and its effect on Ireland socially and economically.
- To analyse the role of economic policies in influencing the management of the Irish economy and to question their impact on society.
- To evaluate the current state of the Irish economy in light of international developments, and to consider the responses in economic policy.
- To critique the rationale of state intervention in various sectors such as health, and education.
- To critique the role of Social Partnership in sustaining growth in the Irish economy and to examine its likely role in the light of changing economic circumstances.
- To explore taxation policy in Ireland and to compare its structure with other EU countries and its impact upon various groups within society.
- To examine the extent to which competition exists in various sectors within the Irish economy and how its existence or absence in various sectors affects the consumer.
- To consider how Ireland can adapt to changing economic realities resulting from the downturn currently being experienced.

Lifespan Development

Spring Only

3 Credits – Level 2

Aims and objectives

- To explore the theoretical and empirical issues surrounding applied developmental psychology (e.g., school, work, community, bullying).
- To explore the development of the individual across the lifespan from birth to death and beyond.
- To consider atypical developmental issues.
- To present integration of development from biosocial, cognitive and psychosocial domains.
- To reflect upon developmental myths, such as adolescents as a period of 'storm and stress' and mid-life as being characterised by a 'crisis'.
- To explore the problematic nature of stage theories of development.

Studying Gender & Sexuality

Fall Only

3 Credits – Level 3

Aims and objectives

- To critically examine the key sociological concepts of identity, gender and sexuality. To show how culture has been instrumental in negotiating constructions of gender and sexuality throughout history.
- To examine how the way we create, consume, and understand culture is dependent on our often unconscious assumptions regarding gender and sexuality.
- To examine culture from the perspective of gender and sexuality and at gender and sexuality from the perspective of their cultural representations.
- To address the ways in which unequal power structures and stereotypical and oppressive role models can be revealed and challenged.

Migration & Demographic Change

Fall Only

3 Credits – Level 3

Aims and objectives

- To further develop students' knowledge and understanding of the nature of the sociological literature on migration and demographic change.
- To explore the history of the Irish Diaspora as a key case study.
- To utilise methodological and research knowledge to analyse current migration trends in Ireland.
- To explore the tools and techniques of migration and demography, data sources and interpretations through case studies.
- To explore trajectories internationally and nationally.

Globalisation & Identity

Fall Only

3 Credits – Level 3

Aims and objectives

- To explore the interplay of globalisation and human identity - the development of large-scale economic, political and cultural structures which dominate the world.
- To explore the creation of international movements and networks which are increasingly forming a global civil society.
- To explore some of the key stages in the process of the development of a capitalist world-society, and more recently of neo-liberalism as a hegemonic way of organising society.
- To look at social movements arguing for an alternative way of organising the world, and explores the processes of resistance to privatisation, the conflicts that arise when popular opinion clashes with neo-liberal policy, and elements of the another world that these movements are in the process of constructing.

Socio-linguistics

Fall Only

3 Credits – Level 3

Aims and objectives

- To trace the key concepts and developments in linguistics.
- To couch understanding of language in terms of the social dimension of communication (e.g., social constructionism).
- To focus on such issues as historic repercussions of imposing a lingua franca on non-native speakers, and in particular how consumerism, global economics, cultural identity and the like are further shaped by native modes of communication vis-à-vis encapsulating modes of communication.
- To explore the evolution and development of the English language.
- To examine main areas of concern, that is, current/historic linguistic debates, resistance and cultural retention in terms of language, as well as interpretation, misinterpretation and superimposition of meaning via media (literature, music, television, cinema) cross-culturally.

Studying Contemporary Religions

Spring Only

3 Credits – Level 3

Aims and objectives

- To examine the roles and meanings of religion in human society.
- To analyse the ideological foundations of religion.
- To explore a diverse range of topics and religious practices.
- To investigate the social, cultural, political and historical construction of religious values.
- To explore religion and religious practices in Irish society.

The Sociology of Work

Fall Only

3 Credits – Level 3

Aims and objectives

- To present an overview of sociological perspectives on work - paid, unpaid, and marginal.
- To critically appraise classical theories of work so as to focus on current trends in the organization of work.
- To recognise the influence of gender, race, class, and sexuality in the structuring opportunities to work and the rewards of work.
- To develop students' abilities to carry out and present research on issues relevant to the sociology of work.

Minorities in Ireland

Fall Only

3 Credits – Level 3

Aims and objectives

- To examine the history of diversity in Irish culture.
- To explore the question of what a minority is, comparatively.
- To explore the causes of minority status, disadvantage and even oppression.
- To explore the socio-political implications of minority status.
- To illustrate to students the trajectory of these issues in western societies, Europe and Ireland in particular.

School of Business

Fall Semester Options

Level One

- Communications & Personal Development
- Business Organisation
- Business Maths & Research Techniques
- Economics
- Introduction to Marketing
- Information & Communications Technology

Level Two

- Organisational Behaviour
- Management
- Business Information Systems
- Business Economics
- Business Finance
- Business Law
- Selling & Sales Management
- Sociology of Leisure & Recreation
- Event Planning
- Leisure & Recreation Law
- Financial Accounting
- Cost Accounting
- Finance 1
- Business & Company Law
- Fund Accounting & Lending
- Financial Institutions & Regulatory Environment
- Marketing Research
- Marketing Communications
- Special Events Environment
- Web & Media Design
- Principles of Programming
- Criminal Law for Business

Level Three

- Business Strategy
- Global Business Environment
- Human Resource Management
- Personality & Individual Differences
- Psychology of Organisations
- Corporate & Commercial Law
- Information Management
- Management Accounting
- Services Marketing
- Employee Relations & the Law
- Training & Development
- Leisure & Recreation Operations Management
- Issues in Leisure & Recreation
- Auditing
- Financial Reporting
- Taxation Systems
- Finance II
- Investor Research & Analysis
- Treasury & Risk Management
- Derivative Theory & Practice
- International Marketing
- Consumer Analysis
- Events Operations
- Services Event Marketing
- Event Risk Management
- Network & Communications Management
- Database & Web Application Development
- Advanced Programming for Business
- Company Law
- Commercial Law

School of Business

Spring Semester Options

Level One

- Communications & Personal Development
- Business Organisation
- Business Maths & Research Techniques
- Economics
- Introduction to Marketing
- Information & Communications Technology

Level Two

- Programming for Business Applications
- Web Design and Media
- Database Design and Development
- Networks and Communication Management
- Human Resource Management
- Marketing Practice
- Accounting and Finance
- Communication Skills
- Employment Law
- E- Business Strategy and Management
- Training & Development
- Industrial Relations

Communications & Personal Development

Fall and Spring

3 Credits – Level 1

On completion of this module students will be able to:

- Appreciate the importance of effective communication and business skills and their significance within a commercial environment.
- Identify personal learning strengths and preferred learning style.
- Construct a portfolio to evidence skills development.
- Develop a comprehension of the different methods of organisational communication.
- Produce academic essays and business reports following academic etiquette and format.
- Understand the importance of effective presentation and interpersonal skills and to practically apply them.
- Identify the importance of non-verbal communication.
- Discuss and practically apply interview techniques.

Business Organisation

Fall and Spring

3 Credits – Level 1

On completion of this module students will be able to:

- Demonstrate knowledge of different types of organisational structures and cultures.
- Display specific knowledge and understanding of the role and basic application of financial accounting, management accounting and financial management principles, methodologies and techniques in business entities.
- Describe the role and responsibilities of other functional areas of business.
- Explain the way in which different functional areas interact with each other for overall business efficiency and effectiveness.
- Describe the principal legal issues facing modern business.
- Explain basic concepts of enterprise and entrepreneurship.

Business Maths & Research Techniques

Fall and Spring

3 Credits – Level 1

On completion of this module students will be able to:

- Describe and apply key mathematical techniques to relevant business situations
- Display an understanding of the concepts involved and the mathematical problem solving skills required in the research process
- Interpret the outcomes of mathematical and statistical models in support of common business decisions
- Undertake basic levels of data analysis.

Economics

Fall and Spring

3 Credits – Level 1

On completion of this module students will be able to:

- Identify and understand key macro and micro economic terms in the economy.
- Identify how a change in the economic environment affects business.
- Understand the economic factors that govern the financial decisions firms make.
- Identify and analyse economic problems in the economy, and understand the
- Policies that the government pursues in attempt to address these problems.

Introduction to Marketing

Fall and Spring

3 Credits – Level 1

On completion of this module students will be able to:

- Use marketing terminology in an integrated fashion.
- Understand how the basic principles of marketing are applied in a variety of diverse cultural, political, legal, and economic environments.
- Demonstrate detailed knowledge of the marketing function and marketing implementation to real life scenarios.
- Appreciate how marketing is related to other organisational activities and the influence of marketing on the consumer.
- Appreciate the laws and regulatory agencies that impact decision-making in the areas of product, pricing, promotion, and channels of distribution.
- Accommodate an understanding of the nature and role of marketing and the practical application of legal rules and regulations governing and restricting marketing practitioners.
- Develop a basic marketing plan.

Information & Communications Technology

Fall and Spring

3 Credits – Level 1

On completion of this module students will be able to:

- Select appropriate ICT tools to provide the optimum solution for a variety of business problems.
- Understand and apply basic theory and practice of data communications systems.
- Plan and design a complete website including content, site map, user-friendly navigation and other features.
- Design and modify business applications using typical software tools.
- Build a directory tree and establish a logical file management system.
- Demonstrate practical skills in the use of common software and hardware tools.

Organisational Behaviour

Fall Only

3 Credits – Level 2

On completion of this module students will be able to:

- Demonstrate understanding of the major factors influencing behaviour at work.
- Understand the theory underpinning many management practices so they can use, adapt, and discard practices as appropriate to the situation or case.
- Apply OB theory to real life organisational settings, by using their knowledge of same to diagnose problems, and redesign systems accordingly.
- Display understanding of how individual behaviour affects the bottom line metrics in an organisation, e.g. turnover, productivity.
- Use OB theory to be effective, designing incentive and other management systems.

Management

Fall Only

3 Credits – Level 2

On completion of this module students will be able to:

- Display detailed knowledge of current management concepts, challenges and opportunities
- Display advanced managerial skills, initiative and creativity in appropriate business contexts
- Demonstrate analytical and problem-solving skills, as well as other transferable skills
- Exercise appropriate judgement in the selection of suitable management approaches to a variety of business situations
- Express a holistic comprehension of the multi-disciplinary nature of management
- Work effectively in teams while developing their interpersonal skills.

Business Information Systems

Fall Only

3 Credits – Level 2

On completion of this module students will be able to:

- Demonstrate appreciation of the use and role of business information systems in the modern business environment.
- Display understanding of the different steps and activities involved in the development of a business information system and critically evaluate the issues, which arise in this context.
- Evaluate alternative approaches to a system development project and identify the most appropriate approach for different situations.
- Design and build database / spreadsheet / for business purposes and utilise project management and modelling tools to plan, schedule, model and control such activity.

Business Economics

Fall Only

3 Credits – Level 2

On completion of this module students will be able to:

- Ability to critically analyse and interpret economic and financial data and reports.
- Awareness of the interrelationship between International economic variables.
- An understanding of the mechanisms and operation of the key economic variables in the economy.
- To identify and understand the economic variables which affect both the national economy and international business.

Business Finance

Fall Only

3 Credits – Level 2

On completion of this module students will be able to:

- Accumulate and allocate costs to units in costing systems, for the purpose of stock valuation and profit measurement.
- Develop the use of budgets for planning and compute basic variances for control purposes.
- Identify the relevant costs and cash flows in basic decision-making scenarios incorporating working capital management and investment appraisal techniques.
- Understand and assess the sources, suitability, and cost, of various types of finance.

Business Law

Fall Only

3 Credits – Level 2

On completion of this module, students should be able to:

- Apply the rules and principles of Contract law to business dealings and appreciate the fundamental role to be played by Labour, Commercial and Tort in the business environment.

Selling & Sales Management

Fall Only

3 Credits – Level 2

On completion of this module students will be able to:

- Display knowledge and understanding of best practice in selling and sales management.
- Recommend and apply best practice activities and measures in organizations.
- Conduct a needs analysis, match needs with benefits, tailor suitable offerings and present that offering in a persuasive influential manner, and effectively close a sale.
- Carry out sales follow-up practices and engage in relationship management activities.
- Design sales performance management systems to effectively manage the sales activities of self and others.
- Display practical selling skills appropriate to different sales situations.

Sociology of Leisure & Recreation

Fall Only

3 Credits – Level 2

On completion of this module students will be able to:

- Demonstrate insight into the unique and interrelated contributions of leisure and recreation to individual development
- Display detailed knowledge of current leisure and recreation concepts, challenges and opportunities and their role in contemporary society
- Demonstrate a clear understanding of the personal leisure perspectives; motivation, values, age group and ethnic factors that influence leisure & recreation.
- Display skills of initiative and creativity in appropriate leisure & recreation contexts
- Work effectively in teams while developing their interpersonal skills.

Event Planning

Fall Only

3 Credits – Level 2

On completion of this module students will be able to:

- Identify the key sources of information for planning
- Design a comprehensive programme using various planning techniques
- Have the ability to establish and manage an effective strategic plan
- Evaluate the various organisational structures which are most appropriate to the event environment
- Understand the concept of strategic event planning and apply various components in a real life context

Leisure & Recreation Law

Fall Only

3 Credits – Level 2

On completion of this module students will be able to:

- Demonstrate an understanding of contract law – and in particular formation, formality and termination of contracts – especially with regard to membership of leisure and recreation centres.
- Appreciate the significance of employment law – and the regulation imposed upon the employer-employee relationship.
- Be aware of the legal restraints imposed upon the marketing and advertising of leisure and recreation services.
- Identify the licensing, data protection and intellectual property obligations that arise in the context of the management of leisure and recreation activities.
- Articulate the legal responsibilities imposed upon managers in relation to the operation of indoor and outdoor leisure and recreation activities, particularly with regard to planning, health and safety, occupier liability, littering and pollution, and fire safety.
- Comprehend the duty and standard of care imposed upon leisure and recreation professionals, employers and employees and the resulting consequences when a breach occurs.

Financial Accounting

Fall Only

3 Credits – Level 2

On completion of this module students will be able to:

- Prepare financial statements in a form appropriate for use by various interested parties including partnerships and non-group limited companies.
- Appraise the theoretical and regulatory accounting framework, including current accounting standards.
- Analyse, present and interpret financial and related information for the benefit of stakeholders.

Cost Accounting

Fall Only

3 Credits – Level 2

On completion of this module students will be able to:

- Understand the importance of cost and management accounting in the modern business environment.
- Apply the principles of cost allocation and apportionment in both absorption and marginal costing environments.
- Accumulate and allocate costs to units of production in job, batch and process costing systems, for the purpose of stock valuation and profit measurement.
- Compare traditional costing techniques and contrast with more modern techniques.
- Identify the relevant costs in basic decision-making.
- Develop the use of budgets for planning and compute basic variances for control purposes.

Finance I

Fall Only

3 Credits – Level 2

On completion of this module students will be able to:

- Show a clear understanding of how financial management and analysis affect the operations and decisions of a business entity.
- Demonstrate competency in applying financial management techniques to a variety of situations and interpret the results of such techniques.
- Appraise and assess commercial opportunities that may arise for an entity within a business environment.
- Understand the source and application of alternative forms of finance available to business entities.

Business & Company Law

Fall Only

3 Credits – Level 2

On completion of this module students will be able to:

- Demonstrate a firm understanding and appreciation of the role of law in business, with specific emphasis on the areas of accounting and finance.
- Apply legal principles to practical problems in the work place.
- Advise on business and company law issues arising in everyday work practice

Fund Accounting & Lending

Fall Only

3 Credits – Level 2

On completion of this module students will be able to:

- Understand and evaluate the key principles in lending.
- Display a detailed understanding of the different types of loans offered to both personal and corporate borrowers.
- Demonstrate the skills required to critically analyse a company's credit position.
- Display understanding of the structure and core concepts of fund accounting.
- Apply fund valuation techniques.

Financial Institutions & Regulatory Environment

Fall Only

3 Credits – Level 2

On completion of this module students will be able to:

- Analyse the role and function of the Financial Regulator.
- Demonstrate a concrete understanding of the role of regulation in the financial services sector, and the distinction between credit unions, banks and building societies.
- Appreciate the main principles of insurance, and the classifications of insurance contracts
- Show a strong understanding of financial services theory.
- Analyse the role of central banks in financial markets and assess the effects of institutional intervention in an every changing financial market.

Marketing Communications

Fall Only

3 Credits – Level 2

On completion of this module students will be able to:

- Prepare a fully integrated communications plan for a specified product offering.
- Develop a brief for an effective communications campaign including the identification of specific target markets.
- Appraise the suitability of elements of the marketing communications mix for specified objectives.
- Draw on academic studies to inform practical decisions.

Special Events Environment

Fall Only

3 Credits – Level 2

On completion of this module students will be able to:

Explain the characteristics of the Special Events Industry and Environment

- Identify and categorise events into specific typologies
- Analyse the economic and social impacts of events on the host organisation, host community, sponsors, media, participants and spectators using predictive models
- Communicate effectively and systematically with stakeholders effected by the event
- Identify the role of Government, state bodies and key associations in the Event Industry in Ireland and abroad
- Describe the modern Event Management process in preparation for the module in Event Planning

Web Design and Media

Fall and Spring

3 Credits – Level 2

On completion of this module students will be able to:

- Explain how network and internet related technologies and protocols underpin the Internet and World Wide Web, and their applications
- Plan and design a client-side multi-media website to include content, navigation, graphics, sound and animation and appropriate documentation of the process involved
- Demonstrate a confident knowledge of current mark-up and client-side script languages as well as web and multimedia authoring tools
- Appreciate the aesthetics of web design, interface design, user friendly features, and navigation strategies

Principles of Programming

Fall Only

3 Credits – Level 2

On completion of this module students will be able to:

- Explain basic programming terminology and concepts.
- Demonstrate an ability to construct algorithms for simple programming problems.
- Draw Object-based diagrams (such as Class diagrams), using current notation and conventions.
- Use a modern programming environment to create basic programs.
- Explain the differences between the various approaches to programming.
- Demonstrate a basic understanding of good interface design.
- Describe the evolution of programming languages.

Marketing Research

Fall Only

3 Credits – Level 2

On completion of this module students will be able to:

- Clearly understand the role of marketing research in business.
- Explain the different theories and concepts behind the key forms of research.
- Differentiate between qualitative and quantitative marketing research methods.
- Undertake both primary and secondary research activities.
- Recommend the optimal research design strategy to address a marketing research problem.
- Undertake basic levels of data analysis.
- Display an understanding of the importance of basic sample management processes.
- Demonstrate basic presentation skills required in appropriate marketing research contexts.

Criminal Law for Business

Fall Only

3 Credits – Level 2

On completion of this module students should be able to:

- Demonstrate understanding of the nature of criminal law, and the ingredients required to prosecute a person for the commissions of a crime.
- Identify the key defences that may be claimed when a person is charged with committing a crime.
- Appreciate the operation and function of the criminal courts in Ireland, and the procedure for the prosecution of a criminal offence.
- Be aware of the particular types of crime that affect the functioning of commercial concerns, including the possible liability of company officers, agents, servants and well as the issue of corporate liability.
- Articulate the basic principles of criminal law and analyse practical situations to identify the offences which may have been committed.
- Appreciate the scholarly study of criminal law and its application to the business environment.

Introduction to Psychology

Fall Only

3 Credits – Level 2

The objectives of this module are:

- Explore various areas within psychology including biological, cognitive, developmental, social, personality and clinical psychology and how these diverse areas can be integrated.
- Discuss the history of psychology as a science, the kinds of methodologies used in psychological research and the issues of scientific ethics as it applies to this research.
- Present students with an overview of the discipline of psychology to prepare them for undertaking undergraduate study.
- Explore relative research trends and findings, research methodologies employed presently and historically and the contribution these make to our understanding of human behaviour.
- To critically reflect upon the historical development of the discipline.
- To understand the roots of modern psychology and how other disciplines have influenced its development so far.
- To outline the influence of prevailing historical and intellectual climates on the development of the many schools of thought that represent modern psychology.

Business Strategy

Fall Only

3 Credits – Level 3

On completion of this module students will be able to:

- Demonstrate comprehensive knowledge of the nature of strategy and its importance in an organisational context.
- Express a holistic comprehension of the core principles of strategic management.
- Display analytical and problem-solving techniques in appropriate business contexts, with the capacity to present conclusions professionally.
- Demonstrate initiative and creativity in the selection of suitable competitive strategies for organisational success.
- Display firm understanding of the importance of the strategic intent, purpose and culture in determining organisational effectiveness.

Global Business Environment

Fall Only

3 Credits – Level 3

On completion of this module students will be able to:

- Critically evaluate the motives for, and barriers to, internationalisation.
- Demonstrate mastery of understanding of current levels and trends of global trade and business.
- Critically evaluate modes of entry available to business in the international process.
- Comprehend the role of key supranational organisations.
- Display a critical appreciation of organisational functions in an international context.

Human Resource Management

Fall Only

3 Credits – Level 3

On completion of this module students will be able to:

- Explain the differences between traditional Personnel and HRM.
- Comment on the importance of strategic HR from a National and Organisational Perspective.
- Examine the relationships between business components and HR planning.
- Understand the importance of individual differences and group behaviour in the workplace.
- Comment on the importance and practical issues involved in Human Resource Planning.
- Develop a job specification and be aware of how to conduct a job interview.
- Manage a professional recruitment and selection project.
- Understand the importance of effective training and development as part of the induction process.
- Describe the main methods of managing performance at work.
- Know the main characteristics of reward systems at work.
- Describe what is meant by managing diversity in the workplace.
- Have a thorough grounding in modern HRM practices.
- Develop a clear comprehension of the legal aspects of HRM.

Psychology of Organisations

Fall Only

3 Credits – Level 3

On completion of this module students will be able to:

- Apply concepts, theories and techniques derived from organisational psychology to workplace settings.
- Utilise research methods to address organisational issues and questions.
- Evaluate the rationale for and methods of performance appraisal; selection and assessment.
- Demonstrate a critical appreciation of human behaviour in the workplace including the nature of employee behaviour; the extent to which the work environment contributes to the physical and emotional well being of employees; effective leadership; group functioning and performance.

Corporate & Commercial Law

Spring Only

3 Credits – Level 3

On completion of this module, students should be able to:

- Appreciate and critically assess the significant role that corporate law has to play in the operation of a commercial environment
- Evaluate the legal constraints imposed upon commercial transactions, and the obligations imposed upon the operation of commercial environments from a financial, employment, intellectual property and IT perspective
- Comprehend the role and advantages of commercial arbitration in resolving certain types of disputes

Information Management

Fall Only

3 Credits – Level 3

On completion of this module students will be able to:

- Understand and evaluate strategic applications of information systems and technology.
- Explain the strategic planning process for information and evaluate approaches to the formulation of information strategy.
- Demonstrate a critical appreciation of the major issues that arise in the context of managing the information function, and informed insights into the wider dimensions of an information management policy.
- Critically evaluate a range of information issues and recommend strategically viable solutions in a variety of business contexts.

Management Accounting

Fall Only

3 Credits – Level 3

On completion of this module students will be able to:

- Understand and apply the principles and concepts of management accounting.
- Demonstrate application of management accounting techniques as an aid to management in planning, control and decision making.
- Understand the management accountant's role in performance evaluation
- Critically evaluate developments in management accounting and their use in the modern business world.

Services Marketing

Fall Only

3 Credits – Level 3

On completion of this module students will be able to:

- Explain and describe historic, current and innovative services marketing theories and concepts used by marketing professionals.
- Demonstrate comprehensive understanding of the role of services marketing in the Irish S.M.E. sector.
- Exercise appropriate judgment in selecting modern service quality models for the development of a service organisation's competitive advantage, targeting several customer segments.
- Conceptualise and critically evaluate the service experience and confidently apply services marketing concepts and frameworks to formulate winning solutions.
- Develop a framework for the development and implementation of services marketing programmes, which will meet the needs and wants of consumers and organisations.
- Critically assess ways of measuring, monitoring, evaluating and controlling service quality.
- Demonstrate advanced presentation skills required in appropriate sales and marketing contexts.

Employee Relations & the Law

Fall Only

3 Credits – Level 3

On completion of this module students will be able to:

- The aim of this module is to provide students with an understanding of the fields of employee and industrial relations, and to facilitate an appreciation and understanding of the contexts and practices operational in both fields.

Training & Development

Fall Only

3 Credits – Level 3

On completion of this module students will be able to:

- Display a clear understanding of the strategic importance of training and HRD
- Demonstrate understanding of how training and HRD are aligned to the overall HRM process
- Evaluate how training and development are aligned to the business strategy of organisations
- Design interventions, using a systematic training cycle.
- Practically apply the techniques required in the design development and evaluation of systematic training.

Leisure & Recreation Operations Management

Fall Only

3 Credits – Level 3

On completion of this module students will be able to:

- Evaluate the role of management within the context of the leisure and recreation industry.
- Demonstrate detailed knowledge of current leisure and recreation concepts and techniques relevant to the management of leisure and recreation facilities.
- Display advanced analytical and critical thinking skills in appropriate leisure and recreation contexts
- Express a holistic comprehension of the multi-disciplinary nature of leisure and recreation management
- Demonstrate problem-solving skills, including synthesis and evaluation in the fields of leisure and recreation

Issues in Leisure & Recreation

Fall Only

3 Credits – Level 3

On completion of this module students will be able to:

- Analyse and evaluate contemporary issues in leisure and recreation.
- Effectively utilise relevant knowledge, documentation and resources for problem solving.
- Display professional attributes that reflect employability within in the leisure and recreation management profession with the ability to embrace professional issues as a citizen and professional advocate
- Demonstrate the ability to integrate theory and practice in the analysis of professional practice protocols
- Analyse, synthesise, and objectively critique the chosen field of study and professional practice
- Demonstrate an understanding of ethical issues associated with professional practice in the field of leisure and recreation
- Show mastery of principles and procedures related to operation and care of resources, areas and facilities

Auditing

Fall Only

3 Credits – Level 3

On completion of this module students will be able to:

- Understand the regulatory and ethical framework of auditing and analyse the pressures and influences under which an auditor is required to give a reasoned opinion.
- Develop a knowledge of practical audit applications and techniques including the use of computer assisted auditing techniques, such that students will be able to deal with audit risk, audit judgement, audit evidence, accounting systems and related internal controls.
- Learn about all aspects of the audit approach including dealing with and utilising the internal audit function of an audit client.
- Explore the issues involved in formulating the audit opinion.
- Assess the role of external audit, evaluate its current contribution to society and consider the future direction of the audit.

Financial Reporting

Fall Only

3 Credits – Level 3

On completion of this module students will be able to:

- Competence in the preparation and presentation of financial statements at an advanced level in accordance with generally accepted accounting practice and current professional and legal requirements.
- Ability to analyse and interpret financial statements and recognise their limitations.
- Ability to critically appraise accounting practice with particular reference to capital maintenance theory and asset valuation
- Awareness of the international dimension to financial accounting and the associated variances in accounting practices

Taxation Systems

Fall Only

3 Credits – Level 3

On completion of this module students will be able to:

- Critically assess the development of the Irish Taxation System and its contribution to the economy.
- Calculate liability under the major business and personal Tax Heads and advise the tax payer accordingly.
- Display an understanding of the interaction of the various taxes and the fundamental basis for tax planning.

Finance II

Fall Only

3 Credits – Level 3

On completion of this module students will be able to:

- Understand and apply the theories of portfolio construction and diversification to practice.
- Demonstrate understanding of the mechanisms and operation of internationally traded financial products.
- Interpret and analyse the financial variables which drive share price movements.
- Critically appraise mergers and takeovers in order to ascertain “true costs” and gains in the process.
- Display a detailed understanding of investment appraisal techniques.
- Critically review the application of CAPM and Arbitrage Theory in the assessment of capital structure.

Investor Research & Analysis

Fall Only

3 Credits – Level 3

On completion of this module students will be able to:

- Identify and critically evaluate the different types of securities.
- Display the detailed analytical skills essential to analysing each type of financial security.
- Examine and assess European and US security market regulation.
- Evaluate and explain the key challenges in managing securities.
- Design and implement a methodology for conducting research and analysis on investment securities.
- Display a detailed practical knowledge of the futures and options markets.

Treasury & Risk management

Fall Only

3 Credits – Level 3

On completion of this module students will be able to:

- Demonstrate detailed knowledge of the techniques to manage interest rate, weather, credit, operational, commodity and foreign exchange exposures and their application to practical situations
- Demonstrate detailed understanding of the role and operation of cash management within Treasury management.
- Evaluate and comment critically on current trends within the treasury function and on developments within a broader context of economic and financial affairs.
- Display strong understanding of risk measurement techniques and their applications in the context of risk management.
- Demonstrate the skills required to assess and value currency and interest rate swaps

Derivative Theory & Practice

Fall Only

3 Credits – Level 3

On completion of this module students will be able to:

- Display detailed knowledge of each type of financial derivative
- Be conversant with the means of trading in derivatives markets
- Calculate and construct trading strategies involving derivatives
- Appreciate the risks and rewards offered by derivatives

International Marketing

Fall Only

3 Credits – Level 3

On completion of this module students will be able to:

- Critically evaluate the motives and barriers to internationalisation.
- Be cognisant of what globalisation means to business managers and thereby its impact on international business practices.
- Display analytical skills, which are critical pre-requisites to the decision makers' ability to make valuable decisions in the global business environment.
- Comprehend the role of the global business environment in the development of an international marketing strategy.
- Appreciate the wide variance in national cultures, social structures, languages and corporate cultures and the impact these have on international business negotiations.
- Demonstrate understanding of the value of effective marketing strategies and how they might be developed in the context of the global business environment

Consumer Analysis

Fall Only

3 Credits – Level 3

On completion of this module students will be able to:

- Clearly understand the role of consumer analysis in business.
- Explain the theoretical nature behind each of the concepts within consumer analysis.
- Analyse consumers' decision-making processes and their implications within marketing.
- Identify and apply the individual psychological influences that impact on our purchase decisions and their further implication for strategic development.
- Comprehend the influence that sociological factors may have on our behaviour.
- Discuss the empirical findings in the area of consumer behaviour research and practice.

Events Operations

Fall Only

3 Credits – Level 3

On completion of this module students will be able to:

- Demonstrate how the constituent elements of staging an event relate to each other
- Apply various techniques and mechanisms to manage effective event operations
- Co-ordinate the logistical effort required to ensure the successful procurement of supplies and people on site, through effective leadership
- Integrate the skills learned in the Events Planning module to effectively execute Event Operations

Services Event Marketing

Fall Only

3 Credits – Level 3

On completion of this module students will be able to:

- Conceptualise and critically evaluate the service experience in event management situations and to confidently apply services marketing concepts and frameworks to formulate winning solutions in the event marketing industry.
- Develop a framework for the development and implementation of services marketing programmes, which will meet the needs and wants of consumers and organisations.
- Critically assess ways of measuring, monitoring, evaluating and controlling service quality in event management.
- Become more sensitive to key issues in building and managing customer relationships in event service industries and to appreciate the value of loyal customers.

Event Risk Management

Fall Only

3 Credits – Level 3

On completion of this module students will be able to:

- Explain the central role of risk management in event management and administration
- Understand the various rules and regulations governing events
- Identify the necessary contracts and legal obligations for events and their components
- Recognise the onus of responsibility of the event manager through the construction of risk management and contingency plans
- Develop and Manage risk management procedures

Network & Communications Management

Fall Only

3 Credits – Level

On completion of this module students will be able to:

- Understand and evaluate the main issues in network construction and performance.
- Design, configure and manage network topologies such as LANs, WLANs & WANs using devices such as switches, routers, etc.
- Critically evaluate the fundamental Communication Concepts
- Recommend strategically viable network architectures in a variety of business contexts.

Database & Web Application Development

Fall Only

3 Credits – Level 3

On completion of this module students will be able to:

- Identify and evaluate the role of database applications in business organisations.
- Examine the most commonly used methods and techniques for database design and development.
- Critically analyse data storage and management requirements and issues and to devise appropriate database solutions.
- Demonstrate significant practical skills in database design and development.

Advanced Programming for Business

Fall Only

3 Credits – Level 3

On completion of this module students will be able to:

- Use effective programming techniques to construct business applications.
- Demonstrate an understanding of, and the ability to use, common data structures, such as arrays and linked lists.
- Show a high-level understanding of Object-Oriented methods.
- Construct applications using at least two distinct programming languages.
- Test and debug an application effectively.

Company Law

Fall Only

3 Credits – Level 3

On completion of this module, students should be able to:

- Appreciate and critically assess the significant role that Company Law has to play in the business environment.
- Differentiate between the various business forms – and assess the relative advantages and disadvantages of one form over another.
- Comprehend the duties imposed upon company officers and the sanctions available for non-compliance.
- Analyse the financial structure of companies.
- Critically assess the various methods of company dissolution, as well as corporate liability in relation to defunct companies.
- Evaluate the strengths and weaknesses of the present system of corporate governance and make recommendations for change.

Commercial Law

Fall Only

3 Credits – Level 3

On completion of this module, students should be able to:

- Appreciate and critically assess the significant role that Commercial Law has to play in the business environment in relation to Employment Law, Intellectual Property Law and EU Competition Law.
- Comprehend the legal vocabulary sufficient to describe the process of making contracts and the legal consequences of performance or breach.
- Understanding the characteristic grammar used in contractual documents such as a bill of lading and a bill of exchange.
- Be cognisant of the formal and legal register and possess an ability to express contractual terms in an appropriate style in the field of credit and security.

Programming for Business Applications

Spring Only

3 Credits – Level 2

On completion of this module students will be able to:

- Explain Advanced Programming terminology and concepts
- Be able to develop and create Web applications
- Develop and design projects that display and update the data from databases
- Demonstrate a basic understanding of good Sound, Animation and Graphic design
- Be able to use Object-Oriented terminology correctly

Database Design and Development

Spring Only

3 Credits – Level 2

On completion of this module, students will be able to:

- Identify and evaluate the role of database applications in business organisations
- Examine the most commonly used methods and techniques for database design and development
- Demonstrate significant practical skills in database design and development

Networks and Communication Management

Spring Only

3 Credits – Level 2

On completion of this module, students will be able to:

- Understand and evaluate the main issues in network construction and performance.
- Design, configure and manage network topologies such as LANs, WLANs & WANs using devices such as switches, routers, etc.
- Critically evaluate the fundamental Communication Concepts
- Recommend strategically viable network architectures in a variety of business contexts.

Human Resource Management

Spring Only

3 Credits – Level 2

On completion of this module students will be able to:

- Display a clear understanding of the communication process and barriers to effective communication.
- Assess the stages of Negotiation and how to create and claim value during the process.
- Identify and Appraise by means of a Communication Audit an organisations communication pathways.
- Evaluate different job search methods and the Recruitment and Selection process.
- Comprehend the importance of Non -Verbal communication when managing a diverse workforce.
- Appreciate the difference between individual and organisational ethical issues.

Marketing Practice

Spring Only
3 Credits – Level 2

On completion of this module students will be able to:

- To apply concepts to current small and medium sized companies as well as large MNCs through the case studies
- To debate contemporary issues in marketing and apply managerial marketing skills
- To manage marketing group assignment
- To be able to manage a group project and interact with a team of students with various backgrounds
- To use managerial marketing skills to present a case study

Accounting and Finance

Spring Only
3 Credits – Level 2

On completion of this module students will be able to:

- To introduce the student to the principles and concepts of Accounting – distinguishing between financial and cost accounting.
- To develop within the student the skills necessary to prepare, interpret and analyse financial statements.
- To provide students with an awareness of the financial environment in which business operates.
- To provide students with a knowledge of the sources and costs of alternative forms of finance for business.
- To provide students with the skills required to evaluate non-complex financial proposals.

Communication Skills

Spring Only
3 Credits – Level 2

On completion of this module students will be able to:

- To understand and appreciate the importance of effective communication to success in the business environment.
- To develop effective personal, interpersonal and organisational communication skills.
- To develop and enhance oral and written skills for effective internal and external business communications.
- To develop the student's business skills, with particular emphasis on written, oral and people skills.
- To introduce students to the work and research needed to be done for a job search.
- To provide students with an insight into people behaviour and communications within organisations.

Employment Law

Spring Only
3 Credits – Level 2

On completion of this module students will be able to:

- To provide students with a thorough grounding in the key employment law issues.
- To facilitate recognition of best practice regarding employment policies and procedures.
- To enable students to be aware of the legal aspects of managing people.
- To identify key employment issues, develop problem solving skills and team-building skills, and to apply this skills to resolving employment issues.
- To recognise when an issue can be dealt with informality and when it is necessary to bring in expertise knowledge to deal with grievances/disputes. To build on core analytical skills learned in other modules from this course.

E- Business Strategy and Management

Spring Only
3 Credits – Level 2

On completion of this module students will be able to:

- Explain how an e-business strategy is formulated
- Explain the implications of e-business on the privacy and security of personal information
- Understand the impact of the PESTEL factors on e-business
- Appraise the marketing mix strategies for e-business
- Explain how e-business influences competitive forces
- Appreciate the significant effect of e-business on the supply chain
- Understand the emergence of *Collaborative Planning, Forecasting and Replenishment (CPFR)*
- Discuss the commercial possibilities for m-commerce

Training & Development

Spring Only
3 Credits – Level 2

On completion of this module students will be able to:

- Display a clear understanding of the strategic importance of training and HRD
- Demonstrate understanding of how training and HRD are aligned to the overall HRM process
- Evaluate how training and development are aligned to the business strategy of organisations
- Design a systematic training cycle
- Practically apply the techniques required in the design development and evaluation of systematic training.

Industrial Relations

Spring Only

3 Credits – Level 2

On completion of this module students will be able to:

- Provide insight in to the key players in Industrial Relations in Ireland
- Critically evaluate the differences between HRM and Traditional Industrial Relations
- Understand and appreciate the nature of Trade Unions and employer associations in Ireland and their impact at a national and local level
- Analyse the main State Institutions and agencies for resolving conflict.
- Be aware of labour law pertaining to the subject of Industrial Relations
- Appreciate the historical development and nature of Collective Bargaining in Ireland.
- Understand the importance of procedural formality pertaining to grievance and disciplinary procedures.
- Plan and develop a negotiation strategy for individual and collective bargaining.

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