

Course Catalog

DBS Study Abroad Program



www.dbsstudyabroad.org

Spring
& Fall
2009

Dublin Business School
&
DBS School of Arts

- Cultural Studies
- Film Studies
- Journalism
- Literature & Drama
- Media Studies
- Philosophy & Psychoanalysis
- Psychology
- Social Sciences
- Communications & Multi Media
- Economics
- Business

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The Foundation Course (US 001)



Making the most of your semester abroad in Ireland requires a basic knowledge of the country and its people. To best serve you, DBS offers the Foundation Course, a four week interdisciplinary course that introduces Irish politics, history, literature, and culture. Classroom time is complemented by field trips, usually to Belfast and the Aran Islands, along with other historical sites that bring the coursework to life.

Presented at the beginning of your semester abroad, the Foundation Course is an excellent way to familiarize yourself with Ireland. It is the perfect opportunity to get to know your fellow study abroad classmates before the elective courses begin.

3 Credits

Elective Courses

A hallmark of DBS is its student centered-approach to teaching and its level of academic innovation, not found in more traditional Irish universities. DBS stresses sound teaching and individual attention, and helps cultivate personal independence.

DBS offers elective courses in business and liberal arts. Elective courses must be approved by a student's academic advisor prior to departure to ensure credit transfer. Students register in Dublin after they finish the Foundation Course. Course changes can be made once a student arrives in Ireland; however, it is the student's responsibility to inform the home institution of the change and obtain any credit transfer approval necessary.



3 Credits each

Cultural Studies

Cultural Studies concerns itself with the meaning and practices of everyday life by using diverse theories and methods to explore culture as a product, a practice and an institution.

Level One

- Introduction to Cultural Studies
- Exploring Cultural Differences
- Music and Popular Culture
- Ethnicity and Racism
- Material Culture and Consumption
- Visual Culture
- Qualitative Research
- Culture and Violence

Level Two

- Globalization and Identity I
- Globalization and Identity II
- Culture and Religion
- Post-Colonial Literature and Theory
- Culture and the Body

Level Three

- Culture, Gender and Sexuality

Film Studies

Moving images have been one of the most distinctive innovations and experiences of the past century. In a media-dependent culture, developing a critical understanding and historical knowledge of media forms is imperative. Film Studies provides an interdisciplinary understanding of the history, theory, language and social and cultural aspects of film, with some emphasis on other moving-image genres. Students will critically examine how film and visual mass media serve as powerful determinants of ideology, identity and historical consciousness.

Level One

- Cinema History I
- Cinema History II
- Film Theory I
- Film Theory II
- Introduction to Production Skills
- Film Business and Enterprise
- Race and Ethnicity in Film

Level Two

- Production Context
- Irish Film and Television
- Television Theory
- European Cinema
- Film and Gender

Level Three

- Film and Literature
- Advanced Practice Production
- Current Issues in Film and Broadcasting

Journalism

Journalism is a discipline of collecting, analyzing, verifying and presenting information regarding current events, trends, issues, and people. Students will develop an awareness of both the ethical issues facing journalists and the responsibilities and roles of the journalist in society. The student will develop a range of transferable skills including computing, communication and research as well as writing and editing skills. The student will also develop practical skills in print, broadcasting and contemporary communication technologies as well as a comprehensive understanding of the general culture in which journalism is practiced.

Level One

- Basic News Reporting I
- News Reporting II
- Introduction to Broadcasting
- Media History and Content

Level Two

- Sub-Editing I
- Feature Writing and Freelance Journalism
- Shorthand I
- Shorthand II

Literature and Drama

The study of literature has changed quite radically in recent times, becoming ever more interdisciplinary in approach and direction. However, the central core of the subject is the study of effective rhetorical language, its persuasive and affective qualities, and above all, the relationship between form and content within a given text. Besides reading widely and learning to critically analyze poetry, novels and plays, the student will do extensive work with film and drama in performance.

Level One

- Early English Drama
- Practical Criticism
- Shakespeare
- A Brief History of Literary Theory
- Narrative Theory I

Level Two

- History of the Novel 1700-1890
- History of Drama 1700-1890
- History of Poetry 1660-1922
- Contemporary Critical Theory

- World Dramas
- Irish Drama 1890-1950
- Cultural Studies

Level Three

- 20th-Century Irish Literature
- Contemporary Fiction
- Contemporary Drama
- Irish Drama and Performance
- Post-Colonial Literature

Media Studies

The social, political and cultural influences of the mass media can be felt at every level of society. Since the 1960s, Media Studies has become a prestigious area of academic research and practical training, with programs across the world evolving alongside the significant expansion of the global media and cultural sectors. Media Studies is an area of scholarly inquiry approached from both humanities and social science perspectives that consider the nature and effects of mass media upon individuals and society.

Level One

- Introduction to Media Studies
- Reading the Image: Introduction to Semiotics
- Media and Ireland
- Social Impact of Mass Media

Level Two

- Politics of Representation I
- Politics of Representation II
- Broadcasting Culture
- Introduction to Media Production
- Local and Global Media
- Media, Law and Ethics

Philosophy and Psychoanalysis

The study of philosophy helps students develop their ability to analyze and clarify ideas, to think logically and to present their ideas and arguments effectively, both orally and in writing. It addresses a wide variety of questions, some quite familiar (Does God exist? How is the mind related to the body?), others less so (What is time? What is space?). Additionally, psychoanalysis allows students to broaden their understanding of philosophy by studying the specific method of investigating unconscious mental processes.

Level One

- Introduction to Philosophy
- Introduction to the Work of Freud
- Formations of the Psyche

Level Two

- Individuals, Society and the State
- Freudian Case Histories I
- Freudian Case Histories II
- Theories of Knowledge
- Practical Ethics

- Philosophy of Science

Level Three

- Metapsychology
- Interpreting Contemporary Life
- Theories of Human Sexuality

Psychology

Psychology is the study of human behavior in all its forms: normal and abnormal, natural and learned, productive and destructive. It is a modern and progressive area of study, which, despite having a 150-year history, is currently experiencing unprecedented growth and development in Ireland and internationally. Psychology gives students an opportunity to learn about current research on how people perceive, learn and think, as well as how interpersonal factors affect human relationships in the home, on the job and in the community.

Level One

- Introduction to Psychology
- Cognitive Psychology I
- Data Analysis and Computing I
- Data Analysis and Computing II
- Descriptive Statistics
- Physiological Psychology
- History and Schools of Psychology
- Inferential Statistics
- Laboratories I

Level Two

- Carrying Out Investigations in Psychology
- Social Psychology
- Cognitive Psychology II
- Principles of Behavioral Analysis
- Trends and Issues in Psychology
- Laboratories II
- Developmental Psychology I

Level Three

- Personality and Individual Differences
- Developmental Psychology II
- Abnormal Psychology
- Health Psychology
- Psychology of Organizations
- Neuropsychology

Social Sciences

Social science draws from disciplines such as sociology, anthropology, social psychology and social policy analysis. Courses in the social sciences will introduce students to theoretical and empirical ways of analyzing key dimensions of Irish society, its institutions, policies and social questions, while placing Irish society in a European and international context. Key sociological issues such as crime, urbanization and exclusion; poverty, aging and disability, amongst others, are addressed in the context of their economic underpinning and their implications for policy and social care.

Level One

- Introduction to Social Science
- The History of Social Thought
- Crime and Society
- Introduction to Qualitative Methods
- Introduction to Quantitative Methods
- Studying Culture and Violence
- Introduction to Social Policy
- Contemporary Social Thought
- Economy and Society
- Ethnicity and Racism

Communications & Multimedia

Communications and multimedia prepare students for careers in the communications industries and combines practical experience in media production with a theoretical understanding of the media, design, culture and information management. Practical skills in media technologies include digital imaging, website development, audio, production and games.

Level One

- Introduction to Communication Theory
- Contemporary Media
- Information Technology and Academic Skills
- Multi Media Tools and Techniques
- Digital Imaging
- Website Development
- Introduction to Radio and Radio Production

Economics

Economics is the study of how individuals and societies seek to satisfy needs and wants. An economic analysis is often necessary in a wide range of settings, from business decision-making to the argument of legal cases in the courts. Students will have the opportunity to explore a broad range of economic issues which bear directly on human welfare, including economic growth and development, unemployment, the relationship between the environment and the economy, international trade, technological change, the role of race and gender in the economy, poverty and the distribution of income.

Level One

- Microeconomics I
- Macroeconomics I

Level Two

- Microeconomics II
- Macroeconomics II
- National Economics
- Economics of European Integration
- Environmental Economics

- Developmental Economics

Level Three

- Mathematical Economics
- International Economics
- Econometrics

Business

These courses provide a strong grounding in fundamental business concepts, ideas, practices and methodologies. The business school features a rich learning environment that involves students in comprehensive analysis of business organizations, functions, processes and management techniques. Furthermore, the business courses provide students with a good understanding of general business theory and practice and will prepare students for the challenges posed by the dynamic nature of the modern business environment.

Level Two

- Management and Strategy
- Information Technology in Business
- The Economic Environment
- The Regulatory Environment
- Psychology of Work
- Human Resource Management
- Marketing Principles
- Communication Skills
- Employment Law
- Industrial Relations Management
- Training and Development
- Accounting and Finance
- Marketing Practice

- E-Business Strategy and Management
- Social and Economic Aspects of Ireland
- Marketing Communications
- Business Accounting
- Irish Legal Environment for Business
- Entrepreneurial Project
- Sales Management
- Management
- Tourism Marketing
- Event Management

Cultural Studies

Introduction to Cultural Studies

Fall only

3 credits – Level 1

This course examines the history and ongoing debates in Cultural Studies and introduces students to some of the key thinkers in the field. Learning outcomes include understanding what falls under the heading of Cultural Studies and how these studies relate to and draw from other disciplines.

Exploring Cultural Differences

Fall only

3 credits – Level 1

All students need to be able to appreciate issues of cultural difference and cultural diversity, a principal learning outcome of this course. The course discusses basic terms, concepts and methods required in the study of culture and cultural meanings. “Differences” are examined through intercultural, cross-cultural, historical and interdisciplinary themes.

Music and Popular Culture

Spring only

3 credits – Level 1

After completing this course, the student should be able to define the notions of popular culture and popular music as well as understand key aspects of the workings of the music industry in terms of technology, mass media, representation and globalization of sound.

Ethnicity and Racism

Spring only

3 credits – Level 1

This course assists the student in developing a critical understanding of ethnicity and racism from the Cultural Studies perspective. Students will explore the conceptual confusion around “race”; examine case studies dealing with identity, ethnicity and the politics of diversity, the politics of multiculturalism and the dimensions of ethnicity as it intersects with nationalism, genocide, social movements and population movements.

Material Culture and Consumption

Spring only

3 credits – Level 1

After completing this course, the student should be able to articulate key critical perspectives on modern architecture, design and material culture and understand exemplars of innovation in 20th-century interiors, products and material culture.

Visual Culture

Spring only

3 credits – Level 1

A broad overview of how vision has come to dominate the senses, this course examines how history and convention have altered the way we look at the world. It introduces students to how issues of race, gender and sexuality intersect with visual culture and media.

Qualitative Research

Fall only

3 credits – Level 1

This course aims to assist the student in developing critical understanding of a range of research methods appropriate to Media and Cultural Studies. Methodological and epistemological considerations will be reviewed in relation to interpersonal and print-based research methodologies. Emphasis will be on a qualitative approach.

Culture and Violence

Fall only

3 credits – Level 1

Upon completion of this course, students should be able to explain and understand the origins of human violence and the varying forms of aggression. The course investigates popular culture as expressed via various mediums such as cinema, literature, art and music to illustrate the socio-religio-political dimensions of aggression both historically and currently.

Globalization and Identity I

Fall only

3 credits – Level 2

Using a case-based approach to the study of the impact of globalization and information technologies on relationships between people of diverse racial, ethnic, national, linguistic and religious back-

grounds, this course explores key global issues and core principals in terms of cultural identity. Further to this goal, an examination of immigration, economics and subsistence and the consequential changing landscape of traditional national values will be given special attention.

Globalization and Identity II

Spring only

3 credits – Level 2

Upon completion of this class, students should be able to engage in a critical discussion about transnationalism. They should understand the dimensions of global population movement and be able to explore Ireland as a case study.

Culture and Religion

Spring only

3 credits – Level 2

Examining religion as a mode of communication that articulates people’s worldview and concepts of the supernatural, this course aids students in understanding religion as an ideology that supports the social order. Upon completion of this course, students should be able to identify major and minor religions, their geo-cultural origins and their core beliefs.

Post-Colonial Literature and Theory

Spring only

3 credits – Level 2

This course surveys the history of the post-colonial movement through a variety of media to uncover the cultural dimensions of resistance and post-independence politics and expressions. It explores the relations between the former colonial powers and independent nations. It also explores Irish history as “post-colonial” from a Cultural Studies perspective.

Culture and the Body

Fall only

3 credits – Level 2

An introduction to the historical and current theoretical debates in relation to critical and phenomenological accounts of the human body cross-culturally. In particular, concepts of body image, gender, neo-primitivism and fashion as expressions of bodily modification and adornment are explored.

Culture, Gender and Sexuality

Fall only

3 credits – Level 3

The primary goal of this course is to explore some of the many ways in which gender has operated and continues to operate as a central and contested way of defining and understanding people and societies. Further to this goal, key debates in feminist, post-feminist and related areas shall be examined.

Film Studies

Cinema History I

Fall only

3 credits – Level 1

This course provides a comprehensive, chronological history of mainstream European and American cinema from its inception as a form of popular entertainment. It examines the development of visual and sound technologies, as well as the growth and development of the studio system in Europe and Hollywood. Contact hours are comprised of both teaching and viewing time slots, and films screened will form an essential part of the course as the objects of analysis.

Film Theory I

Fall only

3 credits – Level 1

Upon completion of this course, students will have a comprehensive overview of the basics of film theory and knowledge of genre theory, cinematography, editing, narrative structure and conventions, staging action, acting, lighting, etc. Contact hours are comprised of both teaching and an analysis of weekly screened films, both essential parts of the course.

Film Theory II

Spring only

3 credits – Level 1

This course focuses on forms of cinematic representation of identity and expands on theories of gender, race and ethnicity first addressed in Film Theory I. Films screened include: *Gone with the Wind*, *Mildred Pierce*, *Blade Runner*, *Memento* and *Do the Right Thing*.

Cinema History II

Spring only

3 credits – Level 1

This course examines the developments in European and American cinema following World War II. In particular, it focuses on such cinematic movements of the 1950s and 60s as Italian Neorealism, French New wave, British Kitchen Sink cinema, New Asian cinema, East European cinema and New Hollywood.

Introduction to Production Skills

Fall only

3 credits – Level 1

Students will acquire basic knowledge and skills relating to film production, including camera filming, sound recording and video editing in this course. Upon completion, they will be able to utilize these skills in a short film production.

Film Business and Enterprise

Spring only

3 credits – Level 1

Upon successful completion of this course, students should be able to demonstrate a basic awareness of some of the ways film companies are structured and organized as businesses. They will also be able to display a preliminary understanding of the business conditions within which film and media professionals operate and make informed comparisons between one film business and another.

Race and Ethnicity in Film

Spring only

3 credits – Level 1

Upon completion of this course, students will understand how film reflects the issues of racial and ethnic identity, as seen in the perspective of postcolonial theory and theory of identity. Films screened include: *Birth of a Nation*, *Lilies of the Field*, *Amistad*, *My Beautiful Laundrette*, *White Men Can't Jump* and *Jungle Fever*.

Production Context

Fall only

3 credits – Level 2

This course provides a systematic introduction to Irish cultural institutions, incorporating film production facilities and

state and commercial broadcasters, giving students a thorough understanding of the context of film and television production in Ireland. The course also focuses on research methods of use in both the academic and industrial spheres. Students will be taught valuable research skills which they can apply to both academic projects and in the context of a film or television production.

Irish Film and Television

Fall only

3 credits – Level 2

This course provides students with a thorough understanding of Irish cinema and television, via a chronological history of both Irish film and broadcasting. Students will analyze the different formal elements of the big and small screen, which will in turn illustrate the differences between the two media. Contact hours are comprised of both teaching and viewing time slots. The course will screen both films and television programs, an essential component of the class.

Television Theory

Fall only

3 credits – Level 2

This course provides an overview of the debates central to television theory. It begins with theories of cultural reception originating from the Frankfurt School, and moves into contemporary viewing practices. The narrative and stylistic qualities of the television medium will also be analyzed. In addition, the course examines the various forms of American and British television, as well as viewing and scheduling patterns and audience response. Contact hours are comprised of both teaching and viewing time slots; all shows screened will form an inherent part of the course, each providing a focus for weekly analysis.

European Cinema

Spring only

3 credits – Level 2

Analyzing the key eras in European cinema in depth, this course takes a broad chronological approach and incorporates both classic and contemporary films, showing what the films represent and how they reflect cultural and societal preoccupations within their national context. Films screened include: *Lulu*,

La Dolce Vita, The Bicycle Thief, Women on the Verge of a Nervous Breakdown and Amelie.

Film and Gender

Spring only
3 credits – Level 2

Providing a thorough grounding in key theories of gender representation within the context of mainstream and alternative films and film styles, this course examines the cinematic construction of gendered identities, and analyzes how they are reinforced in the popular imagination. Films screened include: *Gilda, Rebecca, Imitation of Life* (Sirk version), *Rear Window, Thelma and Louise, Full Metal Jacket* and *Aliens*.

Advanced Practice Production

Fall only
3 credits – Level 3

A main objective of this course is to provide students with advanced skills in editing, lighting and sound design through workshops, intensive, hands-on experience thereby giving students the opportunity to develop their creative skills to the fullest extent possible. By working on a series of projects and by working hands-on almost daily, students will learn by doing.

Current Issues in Film and Broadcasting

Spring only
3 credits – Level 3

Focusing on current issues and concerns in the Irish film industry and in Irish broadcasting, this course provides students with an informed analysis of key topics from those working in the relevant industries. The course incorporates a “question-and-answer” element, allowing students to further avail themselves of guest speakers’ expertise.

Film and Literature

Fall only
3 credits – Level 3

This course examines audience reception of film adaptations of canonical literary texts. It analyzes their cultural currency with cinema audiences. In addition, this course looks at the different ways media, book and film are experienced and consumed, and explores the role and perception of popular culture. Different ver-

sions of Shakespeare in film serve as a central case study, while other adaptations studied range from the canonical to fantasy to the popular. Contact hours are comprised of both teaching and viewing time slots; all films screened will form an inherent part of the course, each providing a focus for weekly analysis.

Journalism

Basic News Reporting I

Fall only
3 credits – Level 1

On completion of this course, students will be able to compose a news story with the correct formula and language and have a good understanding of the different formats for news reporting in broadcasting and print journalism. Students should also be able to write concisely, without unnecessary prepositions and adjectives.

News Reporting II

Spring only
3 credits – Level 1

Upon successful completion of this course, students will be in a position to match their news writing skills to their knowledge of how to source stories. They will have developed the confidence and ability to source material from authorities such as government departments, local authorities and public relations companies. They will understand how these organizations work and what kinds of biases come with certain material.

Introduction to Broadcasting

Spring only
3 credits – Level 1

Upon successful completion of this course, students will be able to write news for radio and will understand the difference in its language and structure from those of print journalism. They will have developed proficiency in reporting on-air whether television or radio.

Media History and Content

Fall only
3 credits – Level 1

This introductory course explores the history of both print and broadcasting media, including cinema, the Internet and text messaging. It also explores how the various media are formed. Upon completion, students will have a good understanding of the position and power that journalism holds in society.

Sub-Editing I

Spring only
3 credits – Level 2

This course introduces students to the process that takes place after newspaper copy is written – how an effective sub-editor shapes reporters’ stories into newspaper text on a page. The course has two main threads – sub-editing and an introduction to layout. Some focus is on sharpening copy by checking grammar, punctuation, quotes, etc.

Feature Writing and Freelance

Journalism

Fall only
3 credits – Level 2

Students will be introduced to the basics of feature writing, including the different types of articles and how to structure them. Upon course completion, students will have developed their writing skills and will have written short and long features.

Shorthand I

Fall only
3 credits – Level 2

Shorthand has long been a vital component of journalism courses because it is extremely useful for journalists, particularly news reporters. This course will introduce students to the basic principles of Teeline shorthand and increase knowledge of the various signs and symbols, with an emphasis on successfully memorizing the building blocks of shorthand.

Shorthand II

Spring only
3 credits – Level 2

At the end of this course, students will have completed the Teeline curriculum and will be able to successfully use shorthand to take contemporaneous

notes. Students will have reached a speed recognized as the industry standard.

Literature & Drama

Early English Drama

Fall only

3 credits – Level 1

This course is designed to introduce students to the dramatic traditions, models and conditions out of which English language drama first emerged. The course is primarily about describing and understanding literary and theatrical alternatives together with their political, social and philosophical implications. It traces the development of English language drama from its origins in the religious dramas of the medieval period to the rise of a new secular drama in the Renaissance.

Practical Criticism

Fall only

3 credits – Level 1

The main objective of this course is to make students aware of the chief poetic devices that creatively contort language. Upon completion, students will be able to demonstrate an understanding of how poems are manufactured within contexts.

Shakespeare

Spring only

3 credits – Level 1

Upon completion of this course, students will be able to discuss individual Shakespeare plays in relation to form, genre and competing theories of character. They will be able to relate the work of Shakespeare to his cultural and theatrical context and situate Shakespeares within larger theoretical, political and philosophical contexts. Students will read a selection of six plays, such as: *A Midsummer Night's Dream*, *Twelfth Night*, *Macbeth* and *The Tempest*.

A Brief History of Literary Theory

Spring only

3 credits – Level 1

Main objectives of this course schedule include, 1) studying different theoretical approaches to literature in order to reveal different cultural and historical uses of literature and; 2) showing students how historical arguments about literature reveal much about the societies that generate and sustain such arguments. Selections from Shakespeare and T.S. Eliot will be read, and will be supplemented by other works by Salmon Rushdie and Charlotte Perkins Gilman, for example.

Narrative Theory I

Fall only

3 credits – Level 1

This inter-disciplinary course introduces students to the practical analysis of narrative in both film and literature. It equips students with the critical vocabulary and techniques required for precise analysis and close reading of narrative in film and literature.

History of the Novel 1700-1890

Fall only

3 credits – Level 2

Examining the emergence of the novel in the 18th-century as an increasingly popular but morally and critically suspect genre, this course provides the student with a survey of the historical evolution of arguably the most dominant literary form in the western tradition. The student who successfully completes this course will have developed a critical approach to the whole business of storytelling, how and why stories are told and for whose benefit.

History of Drama 1700-1890

Fall only

3 credits – Level 2

This course is a broad overview of the development of drama between the end of the Renaissance and the beginning of modern drama. Upon completion of this course, students will be able to discuss the meanings of such terms as “neo-classicism”, “realism” and “symbolism,” and place them in their historical context.

History of Poetry 1660-1922

Spring only

3 credits – Level 2

This is a broad overview of the development of poetry between the end of the Renaissance and the rise of Modernism. It will be up to individual students to specialize and to direct his or her reading within the very great range of texts included within this survey, but all students should gain a sense of key movements in poetic history.

Contemporary Critical Theory

Fall only

3 credits – Level 2

On completion of this course, students will be able to discuss the political dimension to literary and critical controversy and relate literary arguments to arguments about the structure of society as a whole.

World Dramas

Spring only

3 credits – Level 2

The main objective of this course is for students to understand the culturally specific aspects of dramatic procedures often assumed to be “universal.” Topics to be considered might include: Origins of the Greek Stage, Aeschylus and Sophocles, French Classicism (Corneille and Racine), African Drama and Arabic Drama.

Irish Drama 1890-1950

Spring only

3 credits – Level 2

Focusing on common and unifying ideas and themes through a range of representative plays spanning the period from the Irish Literary Renaissance to the late 20th-century, students will study the role of theatre in the construction of Irish identity; the relation between the writer and the nation state; the conflicts of allegiance called forth by the claims of self and place, radical aesthetics and a unifying tradition. The reading list might include: *The Importance of Being Earnest* by Oscar Wilde, *Cathleen Ni Houlihan & On Baile's Strand* by W.B. Yeats and *John Bull's Other Island* by G.B. Shaw.

Cultural Studies

Spring only
3 credits – Level 2

Understanding how culture functions in the modern world is a main objective of this course. Students will also be able to understand how cultural productions work and how cultural identities are constructed and organized within an increasingly complex world of intermingling communities, state power, mass media and globalization.

20th-Century Irish Literature

Fall only
3 credits – Level 3

Irish literature in the 20th-century has remained consistently obsessed with the theme of exile and the idea of traumatized memory. The impossibility of return, retrieval and social integration has created an experimental literature of deferral, or principled evasiveness. This course provides a detailed survey of many of the most important works in this rich artistic tradition. Example texts include: *Ulysses* by James Joyce, *Waiting for Godot* by Samuel Beckett and *North* by Seamus Heaney.

Contemporary Fiction

Spring only
3 credits – Level 3

On completion of this course, students will be able to locate the work of individual writers within the historical conditions of the late 20th-century and demonstrate an understanding of how artistic strategies relate to cultural conditions. Example texts include: *Flaubert's Parrot* by Julian Barnes, *The French Lieutenant's Woman* by John Fowles and *Beloved* by Toni Morrison.

Contemporary Drama

Fall only
3 credits – Level 3

From the late 1950s onwards expressionistic traditions of theatrical representation entered the repertoire of Anglophone dramatists. The two dominant influences of Brecht and Beckett encouraged both a new symbolism and a newly politicized self-awareness on the part of playwrights, directors and actors. This course offers a broad survey of 20th-century developments in drama, beginning with some of the important European experi-

ments of the early part of the century. It goes on to look at some of the key figures in English-language drama since 1950.

Irish Drama and Performance

Spring only
3 credits – Level 3

Upon completion of this course students will be able to discuss current trends and directions in Irish theatre in a manner informed by an understanding of historical and literary contexts. They will be able to produce well-crafted production evaluations that reflect an understanding of the complexity of ingredients and conditions that enable a performance. Selected texts for discussion will be entirely determined by what is currently in production in Dublin theaters.

Post-Colonial Literature

Fall only
3 credits – Level 3

Upon completion of this course, students will be able to discuss how global politics affect the ability of struggling societies to define themselves in literary terms. They will also be able to relate specific literary techniques to the larger political techniques used to either suppress or assert national identity. An example reading list might include: *Heart of Darkness* by Joseph Conrad, *Things Fall Apart* by Chinua Achebe and *East/West* by Salman Rushdie.

Media Studies

Introduction to Media Studies

Fall only
3 credits - Level 1

Introducing students to the fundamental, critical concepts and essential methodologies in Media Studies, this course exposes students to the key processes of production, text and consumption and provides a comprehensive introduction to the political, economic and cultural significance of the media. It examines the historical evolution of the mass media in terms of technological advance and changing social and cultural relationships. Screened films and television programs will form an essential part of

analysis in the course.

Reading the Image: Introduction to Semiotics

Fall only
3 credits - Level 1

In this course, students will become familiar with the basic concepts of semiotics: sign, signifier, signified, symbol, icon, index, etc.; they should be able to identify these signs in mass audio-visual media and interpret their use and role in meaning construction. Students should also be able to decode visual media such as magazine ads, TV commercials and other programs such as news, drama, documentary, etc., with regard to the different layers of meaning: denotative and connotative.

Media and Ireland

Spring only
3 credits – Level 1

Upon successful completion of this course, students should be able to analyze the way the Irish mass media (television, radio, print media and cinema) reflects the current socio-cultural issues in Ireland. They should also have the ability to critically examine the representation of Irish national identity in the national media, and of the ways Irish identity and culture are represented abroad (e.g. in TV Sky News Ireland).

Social Impact of Mass Media

Spring only
3 credits – Level 1

Upon successfully completing this course, students should be able to analyze the social impact of the mass media and problems relating to audience reception, including problems such as audience manipulation and political propaganda. They should also be able to assess the audience involvement in media through viewing ratings, the formation and influence of public opinion and of opinion polls.

Politics of Representation I

Fall only
3 credits – Level 2

Providing a comprehensive overview of issues surrounding identity as constructed through and by the mass media, this course explores the evolution of personal, political and social identity in

the media as it has developed, alongside Western consumer culture, from the 19th-century to the present day.

Politics of Representation II

Spring only

3 credits – Level 2

Prerequisite: Politics of Representation I

This course examines 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, as well as concepts of the nation and forms of nationalism as formulated and promoted by various media forms. These issues are examined alongside films that relate to the debates articulated in class. Screened films include: *Michael Collins*, *The Commitments*, *Thelma and Louise* and *The Piano*.

Broadcasting Culture

Fall only

3 credits – Level 2

On completion of this course, students will have the basic critical tools to examine the working of broadcasting institutions in Ireland and other European countries. They will also be aware of the concerns of the people working in the broadcast industry, as reflected in the programs and audience reactions.

Introduction to Media Production

Fall only

3 credits - Level 2

This course is designed to equip students with a comprehensive understanding of core media production issues as they pertain to the film, television broadcasting and radio/sound industries. It helps students to develop practical skills such as technical/software competency, research methods, presentation and communication skills. A familiarity with key theoretical and aesthetic concepts is developed through practical and analytical assignments.

Local and Global Media

Spring only

3 credits – Level 2

Upon successful completion of this course, students should be able to analyze the political, economic, cultural and moral issues involved in the development

of global media industries. Syllabus topics include: globalization, cultural imperialism and case studies such as McDonalddization and McLuhan's global village.

Media, Law and Ethics

Spring only

3 credits – Level 2

Focusing on media technologies and their cultural, social, political, ethical and legal implications, this course helps students to think critically about the properties of different print, broadcast and electronic media and the various political and economic factors that influence the communications industry.

Philosophy & Psychoanalysis

Introduction to Philosophy

Fall only

3 credits – Level 1

The main objective of this course is to identify the root of much more modern Western thought in its historical context.

By the end of the course, students should be able to: 1) describe the shift from mythology to scientific thinking; 2) outline the theories of several Pre-Socratic philosophers; 3) explain the move of philosophy from the study of nature to the study of politics and social life; 4) describe the life and methods of Socrates; 5) analyze Plato's theory of knowledge and the Forms; 6) elucidate Aristotle's moral theory; 7) explain the influence of religion on Western philosophy and the influence of philosophy on Western religion.

Introduction to the Work of Freud

Fall only

3 credits – Level 1

Upon completion of this course, students will be able to appreciate and critically evaluate Freudian psychoanalysis as a psychotherapeutic practice and a theory of the mind. They will be able to appreciate that Freudian theory and practice are distinct periods discernible in Freud's

work that were set in motion by very specific problems he encountered.

Formations of the Psyche

Spring only

3 credits – Level 1

This course introduces students to the theory and practice of dream analysis as presented in Freud's work, especially in his fundamental text *The Interpretation of Dreams* (1900).

Individuals, Society and the State

Fall only

3 credits – Level 2

By the end of this course students will be able to 1) define what is meant by "individual", "society" and "the state"; 2) describe the classical view of the state; 3) describe who has the right to rule; 4) analyze the claim that there are "human rights"; and 5) compare systems which prioritize the individual over the community and vice versa.

Freudian Case Histories I

Fall only

3 credits – Level 2

This course introduces students to the theory and clinical application of psychoanalysis as developed by Freud, which includes a critical analysis of two of Freud's clinical case histories: Ratman and Little Hans.

Freudian Case Histories II

Spring only

3 credits – Level 2

On completion of this course, students will be able to evaluate primary theoretical concepts about psychoanalytic treatment through careful reading and analysis of Freud's celebrated case of hysteria (the Dora Case). They will be able to follow Freud's analysis of the memoir of a psychotic supreme court judge, Schreber, and compare it with Lacan's contribution to the theory of psychosis.

Theories of Knowledge

Fall only

3 credits – Level 2

This course attempts to provide an answer to the central epistemological question "What is knowledge and its justification?" The particular ideas of Plato, Descartes, Locke, Hume, Berkeley, Kant,

Russell, Wittgenstein, Ayer, Ryle, Putnam and Rorty will be given special emphasis.

Practical Ethics

Spring only
3 credits – Level 2

The main objective of this course is to enable students, as moral agents, to understand and offer cogent arguments concerning several contemporary moral problems, such as abortion and euthanasia. By the end of this course, students should be able to explain what is meant by equality in moral theory, give a critical analysis of racism and sexism and describe Singer's Principle of Equal Consideration of Interests.

Philosophy of Science

Spring only
3 credits – Level 2

This course examines the nature and justification of scientific theories and "scientific theorizing" through a combined study of the history of science and systematic philosophical analysis. It also provides exposure to the most significant contributors in the philosophy of science.

Metapsychology

Spring only
3 credits – Level 3

This course introduces students to the theory of psychoanalysis, paying particular attention to the Freudian model of the mind, the instincts, repression, melancholia, narcissism and other related concepts.

Interpreting Contemporary Life

Fall only
3 credits – Level 3

On completion of this course, students will be able to comprehend and describe the central tenets of the main modern movements of European philosophy and the philosophies of the seminal figures of 20th-century thought. The course will explore the position of fundamental thinkers such as Nietzsche, Foucault, Deleuze, Derrida, Gadamer, Ricoeur and Geertz.

Theories of Human Sexuality

Fall only
3 credits – Level 3

On completion of this course, students will be able to outline the Freudian-Lacanian theories regarding psychosexual development, will have familiarity with the main sexual perversions, as outlined by Freud, and be able to situate their origins.

Psychology

Introduction to Psychology

Fall only
3 credits – Level 1

An introduction that explores various areas within psychology including biological, cognitive, developmental, social, personality and clinical psychology and how these diverse areas can be integrated. The course includes discussions about the history of psychology as a science, the kinds of methodologies used in psychological research and the issues of scientific ethics as they apply to this research.

Cognitive Psychology I

Fall only
3 credits – Level 1

This is an introduction to the major research domains, theories and methods used by psychologists studying the cognitive system. The course outlines the processes of attention, perception, memory and reasoning.

Data Analysis and Computing I

Fall only
3 credits – Level 1

An introduction to SPSS (Statistical Package for the Social Sciences).

Data Analysis and Computing II

Spring only
3 credits – Level 1
Prerequisites: Data Analysis and Computing I and Descriptive Statistics

This course teaches students how to analyze and interpret data using SPSS, while reinforcing what they learned in Descriptive and Inferential Statistics.

Descriptive Statistics

Fall only
3 credits – Level 1

An introduction to statistics, this course teaches students how to describe data using the appropriate techniques and terminology.

Physiological Psychology

Spring only
3 credits – Level 1

This course will educate students in appropriate terminology in reference to biology and behavior. It will explore relevant biopsychological research and topics within the discipline of biopsychology.

History and Schools of Psychology

Spring only
3 credits – Level 1

After completing this course, students will be able to discuss the historical antecedents of the discipline of psychology and understand the difference between the two inter-connected strands of the module, that is, the difference between a "historical perspective" and a "school of thought." They will also be able to trace the link between historical developments in science and culture and the link between these developments and the emergence of a discipline called psychology.

Inferential Statistics

Spring only
3 credits – Level 1
Prerequisite: Descriptive Statistics

This course is intended to develop and extend the statistical and computing techniques covered in earlier courses (Descriptive Statistics). The course will emphasize statistical testing and relate these techniques to methodological considerations, so that students are able to design and undertake successful laboratory reports and final-year projects.

Laboratories I

Fall only
3 credits – Level 2

This course is intended to introduce students to the practice of empirical research methodology as it is employed in psychology by providing students with the opportunity to design, participate in and report (practical experimental work).

By conducting a series of laboratory experiments throughout the semester, students will become familiar with computers and laboratory equipment as research tools for the collection and analysis of data in experimental psychology.

Carrying Out Investigations in Psychology

Fall only

3 credits – Level 2

Upon completion of this course, students will be able to examine and critically evaluate various psychological research techniques. They will be familiar with concepts such as ethical considerations, generating hypotheses, validity and sampling.

Social Psychology

Fall and Spring

3 credits – Level 2

Upon completion of this module the student will be able to understand and discuss the topic matter of social psychology, including the role of society in understanding the psychology of the person. They will be able to critically assess theoretical and empirical developments in this fast-moving area of psychology (for example, critical social psychology) and outline classical and contemporary topics in the discipline (for example, aggression, identity, social cognition, attitude formation).

Cognitive Psychology II

Fall only

3 credits – Level 2

Prerequisites: Cognitive Psychology I

Principal course objectives include outlining some of the more fundamental questions concerning the cognitive system and examining knowledge representation, memory and language.

Principles of Behavioral Analysis

Spring only

3 credits – Level 2

Upon completion of this course, students will be able to understand the important concepts relating to the field of behavioral analysis and evaluate how it can be related to the various other conceptual frameworks current in modern psychology.

Trends and Issues in Psychology

Spring only

3 credits – Level 2

As areas of debate or controversy are examined, this course seeks to help students come to a more holistic and critical understanding of the discipline of psychology.

Laboratories II

Fall and Spring

3 credits – Level 2

Prerequisites: Laboratories I, Descriptive Statistics, Data Analysis and Computing I

A more advanced version of the laboratory sessions held in Laboratories I, students will be required to design, participate in and report a number of laboratory experiments in order to familiarize themselves with some of the methods and standards of psychological research and further their communication skills.

Developmental Psychology I

Spring only

3 credits – Level 2

This course outlines the theoretical frameworks of human development throughout the lifespan and examines how psychology can explain biological, social, emotional and cognitive development.

Personality and Individual Differences

Fall only

3 credits – Level 3

This course will provide an overview of approaches taken by psychologists interested in understanding how personality develops throughout the course of life.

Developmental Psychology II

Fall only

3 credits – Level 3

Prerequisites: Developmental Psychology I

This course explores the theoretical and empirical issues surrounding applied developmental psychology and the development of the individual across the lifespan.

Abnormal Psychology

Spring only

3 credits – Level 3

Helping students to develop a solid understanding of the behaviors and diagnostic criterion of the psychopathologies and competencies in describing their manifestations and treatment options, this course outlines current trends in abnormal psychology research.

Health Psychology

Spring only

3 credits – Level 3

Introducing students to the rapidly developing field of health psychology, this course helps students develop a better understanding of the role behavior plays in determining health and illness. The course highlights the importance of a biopsychosocial approach to understanding health and illness.

Psychology of Organizations

Spring only

3 credits – Level 3

This course provides an overview of issues, research and theories in organizational psychology – psychology applied to the workplace. Syllabus topics include, but are not limited to: 1) employee selection; 2) psychological testing; 3) performance appraisal; 4) training and development; 5) motivation and work attitudes.

Neuropsychology

Spring only

3 credits – Level 3

After completing this class, students will be able to use scientific terminology appropriately in reference to the brain and behavior. They will be able to read and critically evaluate published neuropsychological research and should feel comfortable when reading and discussing topics within neuropsychology.

Social Sciences

Introduction to Social Science

Fall only

3 credits – Level 1

This course introduces students to the origins of the social sciences, including the basic features of social policy analysis with specific reference to policies that impact social care roles and activities in Irish society. Learning outcomes include the ability to outline and appraise the contemporary applications of the social sciences.

The History of Social Thought

Fall only

3 credits – Level 1

Introducing students to the history of social thought, this course explores the British and French traditions of social thought since the Enlightenment. Students will read original social thought works ranging from Hobbes and Rousseau to Marx and Weber. Learning outcomes include the ability to present a descriptive overview of the history of social thought.

Crime and Society

Fall only

3 credits – Level 1

Exploring the nature and history of crime from the last European public executions in the 18th century to the era of incarceration, this course will outline the broad features of the history of crime and punishment in Europe. Learning outcomes include the ability to suggest the ways through which material, historical and social forces shape what is defined as a crime.

Introduction to Qualitative Methods

Fall only

3 credits – Level 1

Introducing students to the qualitative approach to conducting research, this course provides a basic understanding of the philosophical principles underpinning the use of qualitative approaches to the study of behavior. After completing the course, students will be able to describe the basic principles, processes and issues in qualitative research.

Studying Culture and Violence

Fall only

3 credits – Level 1

This course highlights various frameworks for understanding interpersonal conflict and violence and the relationships between them. It identifies different expressions of violence and the interpretive nature of violence in terms of cultural and ideological symbolism. Learning outcomes include the ability to outline the relationship between violence and social theory and have an understanding of relevant cross-cultural case studies.

Introduction to Social Policy

Spring only

3 credits – Level 1

While learning about the historical evolution of social policy, students examine relevant social policy issues and relate an understanding of social policy issues to wider social systems (e.g., the family). Learning outcomes include the ability to discuss the historical evolution of social policy and the development of a critical and informed approach to society's initiatives regarding social policy.

Contemporary Social Thought

Spring only

3 credits – Level 1

Introducing students to the key movements in 20th century social thought, this course explores the conditions for the possibility of certain types of knowledge. It outlines the most significant contemporary literature in terms of its impact on the social sciences. Learning outcomes include the ability to discuss the origins and key movements of modern sociological thought.

Economy and Society

Spring only

3 credits – Level 1

This course explores the role of economy in society. Upon completion of the course, students will be able to express an understanding of how economy and society are inextricably linked. They will also be able to display knowledge of notions such as social class, the division of labor, private property and status and structures of authority.

Introduction to Quantitative Methods

Spring only

3 credits – Level 1

This course will impart knowledge of the basis of experimentation, experimental procedures and basic experimental designs. Learning outcomes include understanding the language of experimental research.

Ethnicity and Racism

Spring only

3 credits – Level 1

This course will assist students in developing critical understanding of ethnicity and racism from the perspective of cultural studies, providing students with an overview of the issues of ethnic diversity and racism in Ireland. Upon completion of the course, students will be able to present an overview of the concept of ethnicity, its history, use and problems in its deployment.

Communications and Multimedia

Introduction to Communication

Theory

Fall only

3 credits – Level 1

This course provides students with a historical overview of communication studies and an understanding of the basic concepts of communication theory. Upon completion of the course, students will be able to demonstrate grounding in the basic concepts and theories which underlie the study of mass media and display knowledge of the historical evolution of print and broadcast media and the concept of mass culture.

Contemporary Media

Fall only

3 credits – Level 1

Introducing students to the main elements of the contemporary media landscape, this course illustrates that we live in a media-saturated environment which mandates an understanding of what media is and how it operates. Upon completion of the course, students will be

able to display a firm grounding in the various forms which comprise the media spectrum and discuss the roles played by a range of media forms in contemporary society.

Information Technology and Academic Skills

Fall only
3 credits – Level 1

This course gives students a thorough grounding in fundamental information technology concepts and practical IT skills. Upon completion of the course, students will be able to demonstrate essential information retrieval skills, including library and Internet searching.

Multimedia Tools and Techniques

Fall only
3 credits – Level 1

An introduction to the underlying concepts of digital media and how it is captured, stored and communicated, this course exposes students to the main hardware and software components of multimedia systems. It provides students with a grounding in networking and mobile communications and introduces them to the concepts of multimedia authoring.

Digital Imaging

Spring only
3 credits – Level 1

This course introduces students to the principles, practices, technologies, history and critical frameworks associated with digital imaging. It involves them in a design studio methodology appropriate to digital media and provides a grounding in the creative and technical aspects of image capture, editing and manipulation for use in new media.

Website Development

Spring only
3 credits – Level 1

This course introduces students to the basic concepts of website development and standards, website design/maintenance and website authoring software and its appropriate applications. It teaches basic HTML and CSS and investigates the use of images, sound and animation within a website.

Introduction to Radio and Radio Production

Spring only
3 credits – Level 1

Introducing students to the methods and conventions of radio production, this course educates students about the particular pressures of radio production and highlights a fundamental aspect of radio, namely working to tight deadlines and time constraints. It provides students with the basic skills required to design, record and edit short items for radio.

Economics

Microeconomics I

Fall only
3 credits – Level 1

After successfully completing this introductory course, the student will be able to: 1) understand the basic concepts and language used in economics; 2) model simple behavior of an individual decision-maker, e.g. a household or a firm; 3) apply the conceptual framework of economics to various problems; and 5) evaluate economics theories and their assumptions.

Macroeconomics I

Spring only
3 credits – Level 1

After completing this course, students will be able to understand the basic concepts and language used in macroeconomics and how the economy works as a system. They will be able to analyze the most common macroeconomics indicators and their behavior as well as understand and predict the changes in the economy as a result of alternative economic policies.

Microeconomics II

Spring only
3 credits – Level 2
Prerequisites: Microeconomics I, Mathematics for Economics (recommended)

After successfully completing this course, the student will be able to: understand the methodology used in the analysis of microeconomic problems, write microeconomic problems using

simple mathematical representation, solve simple mathematical representations of microeconomic problems and name typical applications of microeconomic theory and their limitations.

Macroeconomics II

Fall semester
3 credits – Level 2
Prerequisites: Macroeconomics I

Building on the foundations developed in Macroeconomics I, the central theme of the course is how macroeconomics can be used in understanding and formulating economic policy. Issues such as unemployment, inflation and economic growth are examined using economic principles. Their causes and possible remedies are investigated. The focus is on the international perspective: the open economy in changing times.

National Economics

Fall only
3 credits – Level 2
Prerequisites: Microeconomics I and Macroeconomics I

An introduction to the economy of Ireland through: a study of the development and current state of Ireland, an examination of the period of the Celtic Tiger and the Irish economic success story from 1993 onward.

Economics of European Integration

Fall only
3 credits – Level 2
Prerequisites: Microeconomics I and Macroeconomics I

This course introduces the student to European economic and political integration by focusing on economic, monetary and financial integration within the European Union while considering the political and institutional aspects.

Environmental Economics

Fall only
3 credits – Level 2
Prerequisites: Microeconomics I

Addressing key issues in environmental economics, this course focuses on applying economic analysis to environmental problems in order to solve them with an emphasis on concepts like cost-benefit analysis, market failure, internalizing external costs and economic efficiency.

Developmental Economics

Fall only

3 credits – Level 2

Prerequisites: Microeconomics I and Macroeconomics I

An introduction to the field of economic development, this course examines how incomes and wealth in the world are distributed very unequally. While many nations in the world are affluent, most of the world's population lives in poverty. This is not only an economic issue, but also a humanitarian and a political question. The focus of this course is on less developed countries – the poorest ones in the world. The main aim is to use economic analysis to understand and explain why some countries have not developed as fast as others.

Mathematical Economics

Spring only

3 credits – Level 3

An introduction to the basic tools of mathematical economics and their applications to economic analysis, these tools help the student to understand, extend and generalize the common economic theories and to draw more precise conclusions derived from graphs.

International Economics

Fall only

3 credits – Level 3

Prerequisites: Microeconomics I or Macroeconomics I

During the last three decades, barriers to trade have been reduced and the financial markets have become more international. At the same time the European Union is growing larger. This course examines how international linkages affect the economy. For academic purposes, international economics is often divided into international trade and international finance. In the first part of the course basic trade models are introduced. The second part of the course deals with topics in international finance.

Econometrics

Fall only

3 credits – Level 3

Prerequisites: Microeconomics I or Macroeconomics I and Mathematics for Economics

Econometrics can be defined as “the application of statistics to the study of

economics.” A major part of the course is spent in trying to fully understand the simple linear regression. This process covers deriving the estimators, examining the properties of the model, understanding the assumptions and the consequences of violating them, measurement errors and misspecification.

Business

Management and Strategy

Fall only

3 credits - Level 2 (BM173)

Introducing students to basic management concepts and modern business approaches to the successful management of people and organizations, this course also provides an introduction to concepts of business policy and strategic management. Through case studies and discussion, students will critically evaluate real-world issues facing today's managers.

Information Technology in Business

Fall only

3 credits - Level 2 (IS176)

Designed to provide grounding in the essentials of IT as utilized in the business context, this course introduces students to end-user software tools and helps them develop practical skills in their use. It also aims to familiarize students with emerging trends in IT business application and to identify and evaluate the role, sources and use of computer-based information systems in the business environment.

The Economic Environment

Fall only

3 credits - Level 2 (EC171)

This course is designed to develop the student's awareness of the major forces operating in the Irish economic environment. It provides students with an opportunity to develop an understanding of the sources of economic information and analysis which are used in today's dynamic business environment.

The Regulatory Environment

Fall only

3 credits - Level 2 (LW171)

This course is designed to provide students with an understanding of the basic principles and practical applications of the Irish legal system. It provides students with basic knowledge of the historical context of the Irish regulatory environment, with particular emphasis on Ireland's role and membership in the European Union. It also aims to facilitate an understanding of the hierarchy of the courts (both national and international), their relevant jurisdictions, their scope and remedies.

Psychology of Work

Fall only

3 credits - Level 2 (BM175)

An introductory course in work psychology outlining the importance of understanding individual and group behavior in the workplace. The course provides insight into understanding the nature of human differences and organizations as socio-economic units. It also examines some of the main welfare issues which HR practitioners need to be aware of when managing people.

Human Resource Management

Spring only

3 credits - Level 2 (BM275)

This introductory course in HR management provides an overview of the main HRM theories in order to provide a conceptual and practical basis for student learning. It builds on that learning by examining the main techniques involved in managing human resources. Similar to other courses, it encourages students to draw on knowledge from their own experiences to develop a clear understanding of HR management.

Marketing Principles

Fall only

3 credits - Level 2 (MK171)

This course provides students with a comprehensive overview of key marketing concepts and tools. It enables students to develop an appreciation of the impact of marketing decisions in a variety of organizational and industry contexts.

Communication Skills

Spring only
3 credits - Level 2 (BM172)

The course helps students to understand and develop proper business conduct - a key to successful career development. It seeks to cultivate awareness of the personal and business skills essential to on-the-job success.

Employment Law

Spring only
3 credits - Level 2 (LW271)

This introductory course provides an overview of the main elements of Irish legislation, which are relevant to managing people, in order to provide a conceptual and practical basis for student learning. Similar to other courses, it encourages students to draw on knowledge from their own experience to develop a clear understanding of the legal aspects of managing the employment relationship.

Industrial Relations Management

Spring only
3 credits - Level 2 (BM271)

This course provides an overview of the main IR theories and practices in order to provide a practical and conceptual framework.

Training and Development

Spring only
3 credits - Level 2 (BM271)

This introductory course focuses on theoretical views of learning, training and development to provide a basis for student learning. The course will include presentations and seminars from people working in the field to foster a greater understanding of the complex issues involved in the training function.

Accounting and Finance

Spring only
3 credits - Level 2 (AC271)

This course introduces students to the principles, concepts and techniques of financial and cost accounting. It seeks to provide an understanding of the financial environment in which businesses operate and helps to develop skills necessary to prepare, interpret and analyze financial statements. It also deals with the sources

and costs of alternative forms of finance for business and aims to provide students with the skills required to evaluate non-complex financial proposals.

Marketing Practice

Spring only
3 credits - Level 2 (MK271)

This course enables students to apply marketing principles and methods to the interpretation and solution of modern marketing issues. It will introduce students to practical marketing issues in various business sectors and will involve the history of case studies from both domestic and international industries.

E-Business Strategy and Management

Spring only
3 credits - Level 2 (BM276)

This course covers deeper material in the area of web marketing, and substantially incorporates areas covered in the Marketing Principles course. It provides students with the foundation of new rules for e-marketing, describes how an Internet marketing strategy can be implemented, and also examines how marketing activities are impacted by the Internet. At the completion of the module, the student should be in a position to complete an e-marketing plan.

Social and Economic Aspects of Ireland

Fall and Spring
3 credits – Level 2 (EBS 001)

This course provides students with an understanding of the economy of Ireland and explains the reasons for its success in terms of international development and how it fits into the general European and international context. It also provides students with an understanding of modern Irish society.

Marketing Communications

Fall and Spring
3 credits – Level 2 (EBS 003)

Providing students with the necessary knowledge and skills to be able to manage the various elements of the communications mix, this course covers such topics as advertising, sales promotion, public relations and direct marketing.

Business Accounting

Fall and Spring
3 credits – Level 2 (EBS 004)

This course enhances students' knowledge of financial accounting and analysis by introducing them to a European system. Topics include sources of finance in Ireland, the balance sheet and profit and loss account, cash flow statements and management accounting.

Irish Legal Environment for Business

Fall and Spring
3 credits – Level 2 (EBS 005)

Designed to give students an understanding of the Irish legal system, this course introduces students to Irish and business law and covers, for example, the Irish common law system, the Irish constitution, the EU, the Sale of Goods Act, contract, company and employment law.

Entrepreneurial Project

Fall and Spring
3 credits – Level 2 (EBS 006)

This course is designed to enable students to learn by doing. A series of seminars will guide students in their task of setting up a new company in Ireland. This is a team project and requires students to understand the essentials of entrepreneurship. It also requires students to carry out both primary and secondary research, manage a project from inception to completion and design a comprehensive business plan. Students will produce a detailed report on their project and make an oral presentation to a group of potential investors.

Sales Management

Fall only
3 credits – Level 2 (EBS 007)

This course helps students understand the dynamics of the sales process, makes them aware of the different environments that impact sales and gives them an opportunity to develop their selling skills.

Management

Fall only
3 credits – Level 2 (EBS 008)

Providing students with an understanding of management theory and putting current practices in the context of historical development, this course emphasizes the

importance of culture in management practice and provides students with a broad overview of business functions.

Tourism Marketing

Fall only

3 credits – Level 2 (EBS 009)

This course gives students a greater appreciation of services marketing, particularly tourism, and an in-depth understanding of the relationship between Ireland and tourism. Topics include profile of the tourism industry, tourism services and market segmentation and a case study of Ryanair.

Event Management

Fall only

3 credits – Level 2 (EBS 010)

Broadening and deepening students' understanding of event management, this course will help students appreciate the role of event management in the communications process and provide them with practical examples of effective event management.