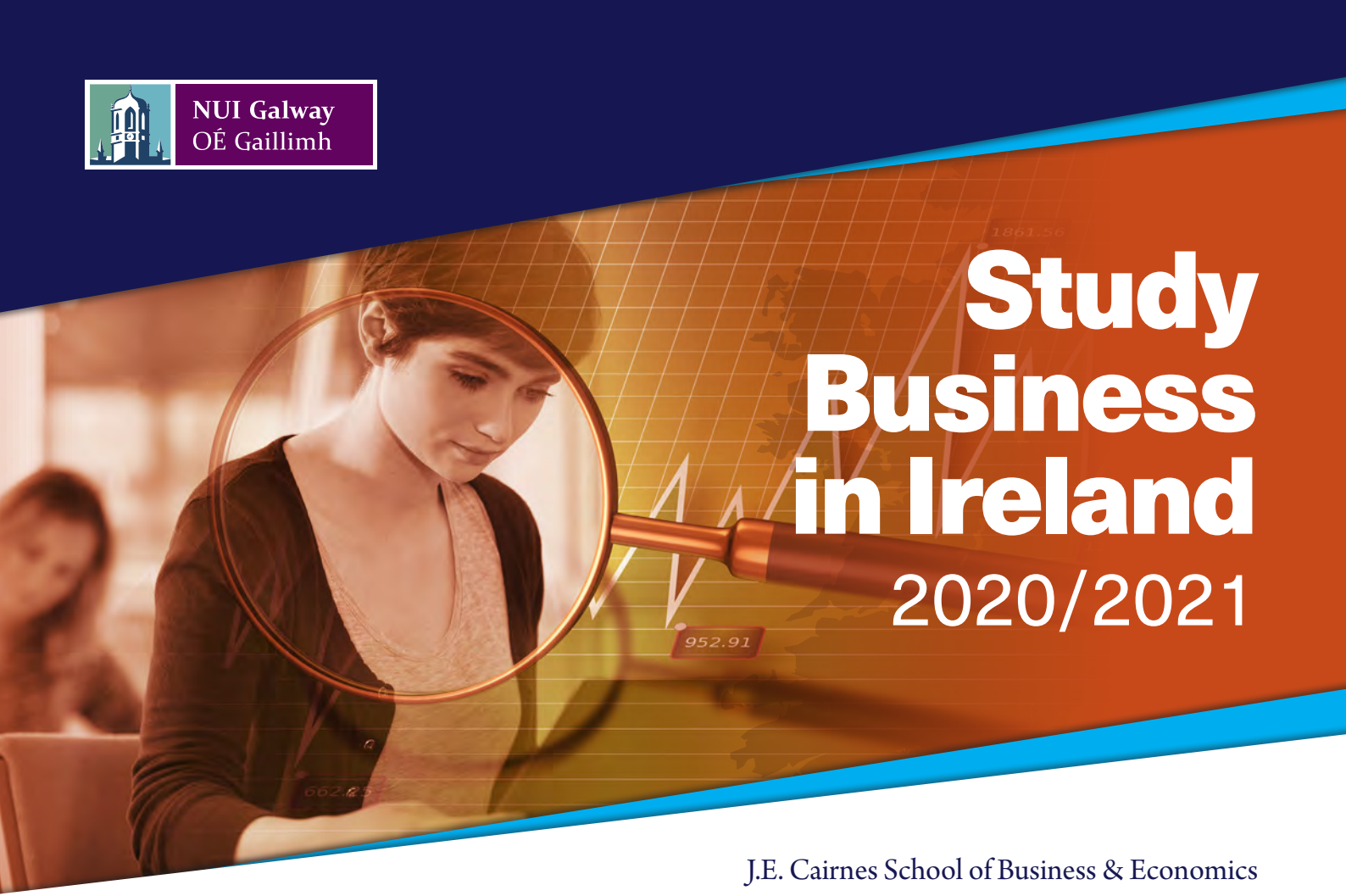
NUI Galway
OÉ Gaillimh



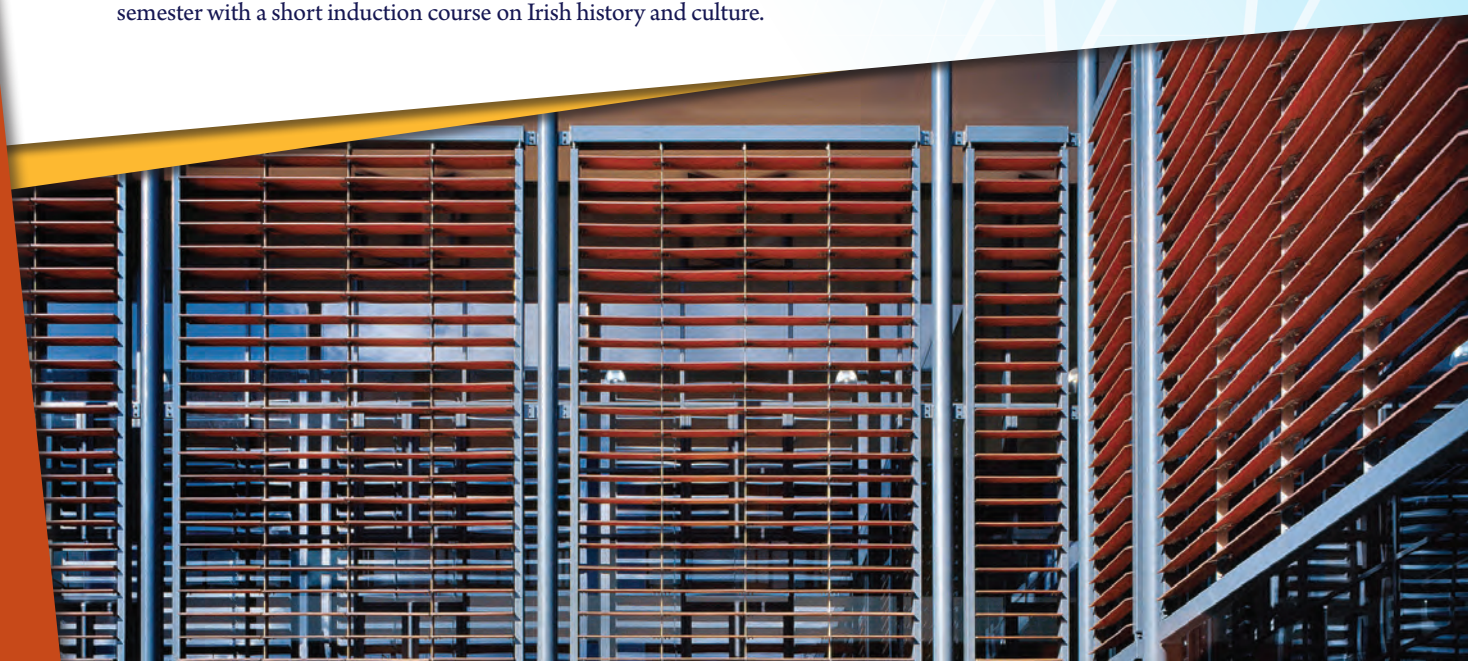
# Study Business in Ireland 2020/2021

J.E. Cairnes School of Business & Economics

# Studying Abroad?

## Why not consider a specially designed programme of business and economics at the National University of Ireland, Galway?

You will have a choice of more than 60 courses in the second and third years of the undergraduate Commerce degree. Some are core courses which broadly match the curriculum in North American business schools, while others offer a unique Irish view of Europe and the world. The programme for visiting students will commence in each semester with a short induction course on Irish history and culture.



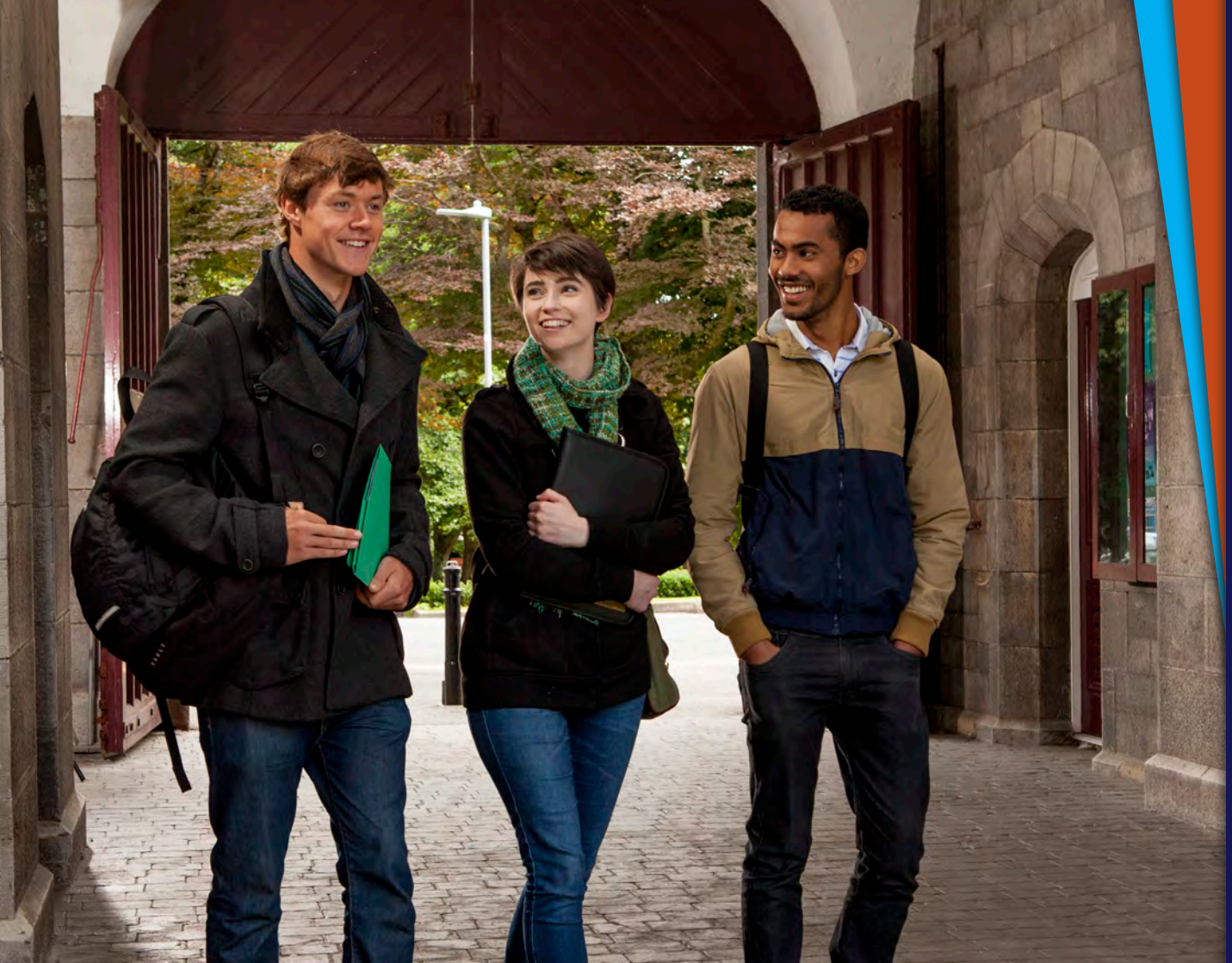
# Background To Our School

**Business education at NUI, Galway is provided by the J.E. Cairnes School of Business & Economics, situated attractively on the banks of the River Corrib. The School offers innovative, student-centered programmes, which are founded on a 150 year tradition of excellence in teaching and research.**

This tradition has its origins in Galway's role as a European trading port in the middle ages and the setting up of the University in 1845 – with a 'Professor of Political Economy & Jurisprudence'. Among the first was John Elliot Cairnes, praised by John Stuart Mill as 'one of the ablest' economists of his time.

Today's School was established in 1915 with offerings in the disciplines of economics, accountancy and finance (including management information systems), management and marketing. After rapid expansion in recent years, the School has 1,600 students in a range of undergraduate and postgraduate programmes. A growing number of students come from overseas, especially North America and Europe.

The School is proud that its many thousands of graduates and visiting students occupy key positions in business, government and the community in Ireland as well as throughout the world. We look forward to welcoming you to our Junior Year Abroad/ Erasmus programme!



# Visiting Student Programme

The J.E. Cairnes School of Business & Economics offers a wide range of core business courses and electives to visiting students from its highly regarded undergraduate Commerce degree. These are supplemented by additional subject options in the humanities and social sciences, provided through the College of Arts, Social Sciences and Celtic Studies.

It is expected that linguistic preparation in English will have been given in the home University to non-English speaking students.

Courses taken by Erasmus & JYA students will be chosen from the schedule of courses from a number of existing Programmes. Please note the following:

- It may be necessary for operational reasons to alter the course schedule
- The lecture timetable (issued at orientation) will contain course classes

**Location**

The School of Business and Economics is located in the Cairnes Building on the banks of the Corrib river in Upper Newcastle. This area of campus houses the Disciplines of Management, Marketing, Economics and Accountancy and Finance (including Business Information Systems).

**Contact Details for Erasmus/JYA Programme**

Ms. Raphael McLoughlin
Erasmus School Administrator
Room 355, Cairnes Building
Tel: 353-91-493620
Email: raphael.mcloughlin@nuigalway.ie
Working hours: Tuesday & Thursday, 9am-12.30pm & 1.30-3.30pm
Friday, 9am-12.30pm & 2-5pm

**The following business courses are available to visiting students. Further details on the programme and individual courses may be found at http://www.nuigalway.ie/commerce**

Further information on NUI Galway may be found at www.nuigalway.ie/prospective_students/international

# Schedule of Courses for Junior Year Abroad Students

## SEMESTER I

| Code | Module title | ECTS | Prerequisites |
|---|---|---|---|
| AY207 | Management Accounting 1 | 5 | Introductory Course in Accounting |
| AY325 | International Financial Reporting II | 5 | Intermediate Accounting Course |
| AY308 | Taxation I | 5 | |
| AY321 | Management Accounting II | 5 | Introductory Course in Management Accounting |
| AY872 | Financial Management 1 (From DBS) | 5 | Introductory Course in Accounting |
| EC2100 | Applied Microeconomics for Business | 5 | Principles of Economics |
| or | | | |
| EC269 | Intermediate Microeconomics | 5 | Principles of Microeconomics |
| EC273 | Mathematics for Economics | 5 | Principles of Economics |
| EC207 | Irish Economic History | 5 | Principles of Economics |
| or | | | |
| EC219 | Comparative Economic Thought | 5 | Principles of Economics |
| EC3101 | Microeconomics and Public Policy | 5 | Intermediate Microeconomics & Intermediate Macroeconomics |
| EC3105 | Econometrics | 5 | One Semester of Statistics |
| EC345 | Health Economics | 5 | Principles of Economics & Intermediate Microeconomics |
| EC427 | Ireland, Europe & The Global Economy | 5 | Principles of Economics |
| EC382 | International Economics | 5 | Principles of Economics |

| Code | Module title | ECTS | Prerequisites |
|---|---|---|---|
| EC139 | Principles of Microeconomics | 5 | |
| EC369 | Money and Banking | 5 | Principles of Economics & Intermediate Macroeconomics |
| EC388 | Environmental & Natural Resource Economics | 5 | Principles of Economics |
| IE309 | Operations Research | 5 | |
| MG524 | Management (from DBS) | 5 | |
| MG328 | Human Resource Management | 5 | |
| MK204 | Marketing Principles | 5 | |
| MK311 | The Marketing of Services | 5 | |
| MK314 | Media & Marketing Communications | 5 | |
| MK3101 | Cases in Marketing Strategy | 5 | Foundation course in Marketing |
| MK3104 | Marketing Research | 5 | Foundation course in Marketing |
| ST2217 | Statistical Methods for Business | 5 | |
| MS115 | Business Information Systems | 5 | |
| MS414 | Business Intelligence & Analytics | 5 | Any foundation course on Information Systems |
| MS321 | Web and Interactive Media Design | 5 | Course registration for 100 students only |
| MS325 | Contemporary Project Management | 5 | Any foundation course on Information Systems |
| MS403 | Information Systems Strategy And Planning | 5 | Any foundation course on Information Systems |
| MS218 | Database Technologies | 5 | Any foundation course on Information Systems |
| MS222 | Decision Modelling & Analytics | 5 | |

| Code | Module title | ECTS | Prerequisites |
|---|---|---|---|
| MS320 | E-Business Technologies | 5 | Any foundation course on Information Systems |
| MS322 | Advanced Database Technologies | 5 | Any foundation course on Data Bases |
| MS216 | Networks and Communications | 5 | Any foundation technical course on Information Systems Technologies |
| MS111 | Business Application Development I | 5 | |
| MS220 | Advanced Application Development I | 5 | Any foundation course on software development |
| MS314 | Applied Systems Analysis | 5 | Any foundation course on Systems Analysis |
| MS113 | Information Systems Technology | 5 | |
| MS323 | User Experience Design | 5 | |
| MS873 | Management Information Systems 1 | 5 | |

**Note:** There are also a number of Law modules available. Please contact the School of Law for further details.

**Note:** Please contact the Spanish Department for modules available for 2020/2021

# Schedule of Courses for Junior Year Abroad Students

## SEMESTER II

| Code | Module title | ECTS | Prerequisites |
|---|---|---|---|
| AY209 | International Financial Reporting I | 5 | Introductory Course in Accounting |
| AY874 | Accounting for Management Decisions (DBS) | 5 | Introductory Course in Accounting |
| AY208 | Business Finance I | 5 | Introductory Course in Accounting |
| AY326 | International Financial Reporting III | 5 | Intermediate Accounting Course |
| AY314 | Business Finance II | 5 | Introductory Course in Financial Management |
| AY319 | Taxation II | 5 | Taxation I |
| AY322 | Management Accounting III | 5 | Introductory Course in Management Accounting |
| EC132 | Applied Economics | 5 | |
| EC141 | Principles of Macroeconomics | 5 | |
| EC429 | Marine Economics | 5 | Principles of Economics |
| EC2101 | Macroeconomics & The Business Environment | 5 | Principles of Economics |
| or | | | |
| EC268 | Intermediate Macroeconomics | 5 | Principles of Economics |
| EC247 | Introduction to Financial Economics | 5 | Principles of Economics & 2 semesters of calculus |
| or | | | |
| EC259 | Economics of Public Policy | 5 | Principles of Economics |
| EC275 | Statistics for Economics | 5 | Principles of Economics |
| EC3102 | Macroeconomics and Public Policy | 5 | Principles of Economics |
| EC3104 | Agricultural & Food Economics | 5 | Principles of Economics |
| EC386 | Public Economics | 5 | Principles of Economics |

| Code | Module title | ECTS | Prerequisites |
|---|---|---|---|
| EC362 | Economics of Financial Markets | 5 | Principles of Economics |
| EC357 | Development Economics | 5 | Principles of Economics |
| EC3100 | Economics & Philosophy | 5 | Principles of Economics |
| IE345 | Logistics and Transportation | 5 | |
| IE319 | Operations Strategy | 5 | |
| MG2101 | Entrepreneurial Venture Development | 5 | |
| MG325 | Employment Relations | 5 | |
| MG323 | International Business | 5 | |
| MK203 | Buyer Behaviour Analysis | 5 | Introductory Marketing Course |
| MK303 | Global Marketing | 5 | |
| MK3105 | Marketing Analytics | 5 | Foundation course in Marketing |
| MK341 | Brand Management | 5 | |
| ST2218 | Advanced Statistical Methods For Business | 5 | |
| MS119 | Business Data Communications | 5 | |
| MS319 | Enterprise Systems | 5 | Any foundation course on Information Systems |
| MS112 | Business Application Development II | 5 | Business Application Development I |
| MS2100 | Cybersecurity | 5 | |
| MS221 | Advanced Application Development II | 5 | Advanced Application Development I |

| Code | Module title | ECTS | Prerequisites |
|---|---|---|---|
| MS114 | Business Systems Design and Implementation | 5 | Business Systems Analysis (MS110) |
| MS1100 | Information Management for Business | 5 | |
| MS4101 | Implementing Digital Innovation | 5 | |
| MS3104 | Managing Digital Transformation | 5 | Any foundation course in Marketing |

**Note:** There are also a number of Law modules available. Please contact the School of Law for further details.

**Note:** Please contact the Spanish Department for modules available for 2020/2021

# Syllabi of Courses

## Accounting for Management Decisions

The purpose of this course is to provide students with a comprehensive introduction to the principle issues and practices in cost and management accounting. Upon completion of this course students will be able to:

- Discuss a wide range of management accounting concepts.
- Prepare management accounting information for decision making, planning control and performance evaluation.

## Advanced Application Development I

The objective of this course is to refine students' understanding of interactive application development in a business context using Java. Topics may include: object-oriented application development in Java; constants and variables; abstract data types; operators in Java; classes; properties and methods; conditional logic and loops; Java functions and procedures; selection and iteration; recursion; arrays; file handling; access to database files; web-based application development in Java; emerging topics and issues. In addition to lectures there may also be scheduled laboratory hands-on sessions.

## Advanced Application Development II

The objective of this course is to provide an advanced understanding of business application development using Java. Topics may include: Java arrays; file handling in Java; inheritance; polymorphism; exceptions and exception handling; application interactions with databases using Java; advanced web-based application development in Java; emerging advanced topics and issues in Java. In addition to lectures there may also be scheduled laboratory hands-on sessions.

## Advanced Database Technologies

The objective of this course is to develop in students an understanding of advanced aspects to database systems. Topics may include: Structured Query Language (SQL); views; forms; reports; triggers; object database management systems; web technology and database management systems; data administration; databases and business intelligence; data security; unstructured data in social networking; emerging issues. In addition to lectures there may also be scheduled laboratory hands-on sessions.

## Advanced Statistical Methods for Business

The objective of this course is to develop advanced skills in the application of statistical methods in a business environment. Case studies and practical work will form a major component of this course. Topics may include: Regression Modelling; Analysis of variance and covariance; Time Series Modelling; Statistics for Quality; Nonparametric statistics; Large data sets; new and emerging topics in statistical methods for business.

## Agricultural and Food Economics

This course uses economic theory to analyse contemporary issues in the agricultural and food sector. It includes all parts of the agri-food industry from input supply, farm businesses, processing/manufacturing to retail and the consumer. Topics, such as agricultural markets and market failures, consumer behaviour, agricultural policy and international trade, technology adoption, sustainability and externalities of the agricultural sector are discussed.

## Applied Economics

The objective of this Course is to introduce the basic concepts and principles of microeconomic and macroeconomic theory and to provide an insight into how concepts and tools learned in economic theory apply in the real world.

## Applied Microeconomics for Business

This microeconomics course deals with the theory and application of microeconomics with particular emphasis on how microeconomics can be used to understand managerial decision-making. Topics covered include consumer behaviour, utility theory, applications of consumer theory, production and costs, market structure, theories of pricing, game theory, general equilibrium theory, externalities and public goods, economics of information, welfare economics, managerial incentive schemes, managerial theories of the firm and principal-agent theories. **Students who have not studied microeconomics before cannot take this course.**

# Syllabi of Courses

## Applied Systems Analysis

The objective of this course is to develop in students an understanding of the advanced aspects of Systems Analysis. Topics may include: the role of a system's analyst; the use of computer-aided systems engineering (CASE) tools; individual and group interviewing techniques and skills; alternative requirements determination techniques; project and systems documentation; detailed aspects of project planning and control; advanced systems modelling; case studies in systems analysis and design. In addition to lectures there may also be scheduled laboratory hands-on sessions.

## Brand Management

This course explores the concept of branding through critical examination of the techniques used to build and maintain strong brands. The topic addresses the routes available for brand development, and the strategic options for brand building, from the perspective of the marketing manager. It also examines the role of brand name, design and media in brand building, and examines how brands are managed over time.

## Business Application Development I

The objective of this course is to develop in students a formative understanding of business software development and programming techniques and approaches. Topics may include: visual and object-oriented software development languages and integrated development environments; software application development for Windows and the Web; principles and concepts of software design; user interface design; software testing and debugging; writing code; data types; variables and constants; arithmetic and relational operators; procedures and functions; emerging issues. In addition to lectures there may also be scheduled laboratory hands-on sessions.

## Business Application Development II

The objective of this course is to further develop an understanding of business software development and programming techniques and approaches. Topics may include: visual and object-oriented software development languages and integrated development environments; cross-platform software development for Windows, UNIX and the Web; designing applications for the Web; database-driven application development; code reusability; file-based applications; logical operators; arrays; software security; advanced development concepts; emerging issues. In addition to lectures there may also be scheduled laboratory hands-on sessions.

## Business Data Communication

The objective of this course is to provide students with an introduction to the fundamentals of computer networks in a business context. The course covers the basic concepts of network computer, networks and communications and focuses on how businesses use such systems. Topics may include Basics of computer networks, network technologies and functions, OSI reference model, client-server model, transmission media and cloud decision, LAN standards and technologies, wireless technologies, WAN standards and technologies, network connectivity, networks and cloud computing, network design and management, emerging topics and issues.

## Business Finance I (2nd Commerce (Prerequisite: Introductory course in Accounting)

Financial Management; Interpretation of Financial Statements; Management of Working Capital; Sources of Capital; Financial Institutions; The Stock Exchange; Capital Structure and Cost of Capital; Project Appraisal; Cost/ Benefit Analysis: Valuation; Mergers and Acquisitions.

## Business Finance II (3rd Commerce) (Prerequisite: Introductory course in Financial Management)

Capital Structure Theory; Management of Capital Structure; Dividend Policy; Portfolio Theory and Capital Asset Pricing; Investment Decision under conditions of risk and uncertainty; Cost of Capital; Adjustments to Cost of Capital for business risk and financial risk; The Leasing Decision; Mergers and Acquisitions. Long-term Sources of Finance.

# Syllabi of Courses

## Business Information Systems

The objective of the module is to provide students with a broad understanding of the fundamental, and strategic importance of business information systems in the operations and management of contemporary organisations. Topics covered will include: Introduction to Information Systems (IS); IS in Business; IS in a Changing World; IS for Competitive Advantage; Decision Making & Knowledge Work; Hardware and Software; IS and Business Processes; IS and Business Strategy; E-Business; Enterprise Architecture; Business for the 21st Century – Intelligent Systems.

## Business Intelligence & Analytics

The objective of this course is to develop students' understanding of management decision systems, processes and related concepts. Topics may include: Decision making and problem solving; the role of information in decision making; concepts of decision making in organisations; decision support systems (DSS); decision support for management; Executive Support Systems; group decision support systems and groupware; cooperative computing; business intelligence; emerging concepts and issues in management decision systems.

## Business Systems Design & Implementation

The objective of this course is to develop in students an understanding of the concepts, skills and techniques required to become an effective systems analyst from systems design through to implementation along with an appreciation of other systems development methodologies such as agile methodologies.

## Buyer Behaviour Analysis (2nd Commerce) (Prerequisite: Introductory Marketing course)

Determining Buyer decision processes; economic, cultural and demographic influences on consumption, the role of social stratification and reference groups; the nature of the problem recognition process; search behaviour and information sources; alternative evaluation of choice. The course will examine the role of marketing in influencing each stage of the decision process.

## Cases in Marketing Strategy

This course focuses on business level marketing strategy. It builds on concepts introduced in previous marketing courses and focuses on the development and application of value-enhancing strategies utilised by marketing managers. Students will acquire an understanding of the tools that strategists use to assess business situations, and will have the opportunity to use these tools to diagnose situations and generate information from which strategies are formulated and marketing plans are prepared. Much of the course is based on case-based learning situations. This approach helps you to develop diagnostic, critical and communication skills. The course will cover a variety of strategic marketing topics such as, the role of marketing in corporate; business strategy, market research and forecasting, segmentation, targeting & positioning, product planning, pricing, selling, communication, distribution, services delivery, and e-commerce of an organisation including B2B issues.

## Comparative Economic Thought

The course examines differing schools of thought in modern economics through a comparative framework. The historical development of each of the schools is covered.

## Contemporary Project Management

The objective of this course is to develop in students an understanding of the fundamentals of project management in an Information Systems context. Topics may include: Project Planning and Organisation; Project Strategy; Assistive Technologies for Project Management; Project Scheduling, Monitoring and Control; Configuration Management; Project Lifecycles; Success Factors and Risk; Project Maturation; Stakeholders; Leadership; Project Communication; Collaboration and Teamwork; Process Improvement; Project Evaluation; Software Quality Management; emerging topics.

## Cybersecurity

The ability to secure information within a modern enterprise is a growing strategic importance. This course provides the foundation for understanding the key issues associated with protecting information assets. This module provides participants with a comprehensive understanding of the field of cyber security, and the know how to develop policies to implement information security controls.

# Syllabi of Courses

## Database Technologies

The objective of this module is to provide students with an understanding of business and technical issues in the development of database systems. Topics may include: database management systems; data modelling techniques e.g. normalisation, entity-relationship modelling, class diagrams; logical and physical database design; data quality and integrity; data definition; Structured Query Language (SQL); transaction management; distributed databases; data security; emerging issues. In addition to lectures there may also be scheduled laboratory hands-on sessions.

## Decision Modelling and Analytics

Decision makers are very often faced with an abundance of unstructured and inherently complex data from a variety of sources. This module will enable students to become power users of Microsoft Excel and to build models of unstructured problems so they can make better decisions and gain insight into the impact various factors have on those decisions. The vehicle used for developing such models is the familiar spreadsheet. Students will learn the creative process of constructing spreadsheet models of business problems and decisions. In class and assignments, students will apply the skills learned to real problems in areas such as auditing, accounting and finance, marketing, operations, engineering and IS/IT.

## Development Economics

This course introduces the student to the major theories of economic development. The central concern is the analysis of factors contributing to economic development in general, but in particular in low-income countries, primarily located in Africa, Asia and Latin America. The complex economic interrelationships in the process of economic development are analysed, including the intersectoral and spatial dimensions, along with the impact of these economic processes on the larger social and political domains.

## E-Business Technologies

The objective of this course is to develop an enhanced knowledge among students of the potential of information technology to enable electronic business. The course contains both theoretical and applied content. Topics may include: electronic payment systems and online transaction management, electronic retailing, e-banking technologies, online publishing, enabling technologies for electronic commerce, implementation of electronic commerce systems, emerging issues. In addition to lectures there may also be scheduled laboratory hands-on sessions.

## Econometrics

The aim of this course is to give students a practical introduction to some of the main methods used by Economists to quantify relationships between economic variables. Using appropriate software and real data sets, theory learned in the classroom is quickly put into a practical context. Towards the end of the course students build their own Econometric model.

## Economics and Philosophy

This module will explore the interface between economic analysis and moral philosophy. It will show how insights and analytical tools from economics can contribute to ethics, and demonstrate how an understanding of moral philosophy can improve economic analysis. Topics covered include: rationality and the preference axioms, welfare, efficiency and consequentialism, rights, theories, of distributaive justice, social choice theory, game theory and decision theory.

## Economics of Financial Markets

This course introduces students to the key concepts and current issues in financial economics. To reflect the diversity of the financial services sector, this course covers all the important financial markets: stock; bond; foreign exchange; and derivatives. Particular emphasis is placed on linking the financial theory to the major global economic and business stories of recent years, for example, the rise and fall of world stock prices; the volatility of the euro-dollar exchange rate; and how billions of euros were lost in derivatives-related trading.

# Syllabi of Courses

## Economics of Public Policy

This course is designed to serve three interrelated goals. It provides the analytical foundations for an exploration of the appropriate balance between private and public provision in modern democratic economies. This requires prior examination of models of efficient allocation followed by an exploration of the economic rationale for government intervention. Theories of public production and bureaucracy are part of this exploration. Second, it examines the trade off between efficiency and equity in the formulation and implementation of public policy. This requires consideration of theories of social justice and their application to real world decision-making in the modern welfare state. Finally, the course examines the practice of public policy, including an analysis of selected public expenditure programmes, preceded by a presentation of the theoretical foundations of cost benefit analysis.

## Employment Relations (2nd Commerce)

The objective of the course is to introduce students to (a) the system of Industrial Relations in Ireland, (b) International and Comparative Industrial Relations and (c) the functions of the Personnel/HR Department. Topics include: the contexts of employee relations in late 20th century Ireland; the main participants in Irish I.R.; the principal alternative ideologies; the structures, rules and processes of the Irish system; International and comparative Industrial Relations; the roles and functions of Personnel/HR Management Department.

## Enterprise Systems

The objective of this course is to develop students understanding of Enterprise Systems in Business. Topics include: Information systems in the functional areas including information systems to support finance, marketing, human resources, and manufacturing. ERP systems, frameworks for deploying ERP, Benefits realisation in the ERP setting, Strategic enterprise management systems and emerging directions in ERP.

## Entrepreneurial Venture Development

The aim of this module is to introduce students to the multifaceted environment of entrepreneurial venture creation and development. The module will examine what it's like to be an entrepreneur and the different approaches to becoming an entrepreneur that may be employed. Student groups will also generate, research, evaluate and communicate their own entrepreneurial idea in the context of the business venture case.

## Environmental & Natural Resource Economics

This course looks at the relationship between economic activity and the natural environment. It deals with such topics as the exploitation of natural resources, environmental pollution and the natural environment as a source of enjoyment. It also discusses the notion of sustainable development, i.e. development that meets the needs of the present without compromising the ability of future generations to meet their own needs.

## Financial Management I (Diploma in Business Studies) (Prerequisite: Introductory course in Accounting)

The objectives of this course are to introduce students to some of the various aspects of managing corporate finance. Financing decisions. Sources of finance and financial institutions. Capital structure and valuation. Investment decisions. Capital investment appraisal techniques. Working capital management.

## Global Marketing (3rd Commerce)

The objective of this course will be to provide students with an introduction to international marketing through study of the international marketing environment and the decisions which are required to develop international markets. The course will focus in particular on analysis of international markets and decision making in the international environment. International market analysis will include study of the data sources currently available on international markets, methods of screening export markets, and export marketing research. International marketing management-coverage will include product development and adaptation for exporting, international distribution, pricing and promotion strategy formulation and implementation. The course will include an analysis of Irish export marketing

performance and will in general have an orientation towards the Irish exporter. The course will be taught mainly by non-lecture forms of instruction. Students will be expected to undertake projects and case studies which will form the major course activities.

## Health Economics

This course covers the following topics: health care as an economic commodity; agency in health care; the demand for health; economic evaluation of health care programmes; output measurement for resource allocation; hospitals, technology and the supply of health care; equity in health care; and the financing of health care.

## Human Resource Management

The objective of this course is to enable students to understand and apply appropriate human resource policies and practices. Topics include: personnel policy choice; human resources and the economic, political, legal and business environments; resourcing; reward; relations; and training and development.

## Implementing Digital Innovation

For almost all organisations, continuous innovation is the key to long-term success and sustainability. The purpose of this module is to examine how managers can drive organisational innovation through digital technology. A specific emphasis is placed on discussing how digital technology can disrupt, enhance and even stiffly innovate activities. To gain a deeper understanding of how management can respond to disruptive innovations, a number of case studies will be presented and critiqued. Emerging innovation management concepts such as 'open innovation' and 'user innovation communities' will be assessed along with the potential for emerging digital technologies within these paradigms.

## Information Management for Business

The objective of the course is to advance students' understanding of business information management by focusing on current issues confronting organisations today. Business Information Systems (MS120) in Semester 1. Topics may include Organisation BIM (for example, Social Media & Social Network, Security, Ethics and Privacy), Enterprise & Contemporary BIM (for example, Systems Development and Project Management, New Forms of Enterprise Information Management, Enterprise Systems).

## Information Systems Strategy and Planning

The objective of this course is to develop an understanding of the roles of information systems strategy and planning in the overall strategy of businesses. Topics may include: aligning information systems with business and organisational strategy; information systems strategy; strategic information systems planning and management; information systems value creation and appropriation, information systems and the design of work; strategic IT architectures and infrastructures; ethics in IS strategy and planning; emerging topics in information systems strategy and planning.

## Information Systems Technology

The objective of this course is to provide students with an introduction to the underlying technologies of information systems. The course covers the basic concepts of business technologies, operating systems and focuses on how businesses use such systems. Topics may include: Computer Development; Computer Systems, Categories and the Representation of Information; Computer Hardware; Computer Software; Operating Systems; Computer Security; Network and Internet Security; emerging topics and issues. In addition to lectures there may also be scheduled laboratory hands-on sessions.

## Intermediate Macroeconomics

This is an intermediate macroeconomics course dealing with the theory and practice of macroeconomics. It builds on the concepts and principles covered in 1st Year Economics. The objective of the course is to understand, in more detail, the core principles of macroeconomic theory and to learn how these basic principles can be applied to various policy issues, both domestically and in an international setting. The topics covered include the following: National Income Accounting; Aggregate Demand and Supply; Equilibrium and disequilibrium; Saving-Investment relationship; Consumption function; the multiplier; The determinants of investment; Liquidity preference and theory of interest; International Macroeconomics; Growth Theory. Students who have not studied macroeconomics before should not take this course.

# Syllabi of Courses

## Intermediate Microeconomics

This is an intermediate microeconomics course dealing with the theory and application of microeconomics. Topics covered include consumer behaviour, utility theory, applications of consumer theory, production and costs, market structure, theories of pricing, game theory, general equilibrium theory, externalities and public goods, economics of information and welfare economics. We review the neo-classical and non neo-classical theories of consumer behaviour and their implications for the government's policies. **Students who have not studied microeconomics before cannot take this course.**

## International Business (3rd Commerce)

International Business combines the science and art of business management with many other disciplines such as economics, anthropology and political science. The evolution of international business as an identifiable academic discipline is as a direct consequence of the growth of multinational business organisation and the emergence of what is widely termed the global economy. This course aims to guide the student in understanding the arena in which international business is conducted. It ranges from micro issues of staffing and strategic management to macro issues of political, economic and sociocultural analysis. By the end of the course, students should be able to identify, analyse, and understand the organisational impact of a wide variety of global management issues. In addition, students should be able to develop broad, strategic solutions and/or plans of action in response to any combination of market, political, socio-cultural, and /or competitive global force.

## International Financial Reporting II (3rd Commerce) (Prerequisite: Intermediate Accounting course)

The objectives of this course are to introduce students to some more complex problems in accounting practice, to review alternatives to conventional historic cost accounting and to provide an introduction to auditing. Introduction to Group Accounts and to Accounting for Associated Companies; Critical evaluation of selected Accounting Standards; Alternative Income and Valuation Models; Introduction to the external Audit function in relation to company accounts.

## International Financial Reporting I (2nd Commerce) (Prerequisite: Introductory course in Accounting)

The objectives of this course are to complete the development of the accounting skills necessary to allow students to progress to more advanced study of Accounting, and to introduce students to the environment and practice of Financial Reporting. Topics covered will include: Review of conventional accounting measurement and reporting, the accounting process, and double entry systems; Preparation of Final Accounts from the Trial Balance; Adjustments; Accounts from incomplete records; Computer-based accounting systems. The regulatory Framework of Financial Reporting; Introduction to legislative and other requirements for company reporting; Preparation of final accounts for Companies.

## International Financial Reporting III (3rd Commerce) (Prerequisite: Intermediate Accounting course)

The objectives of this course are to develop in students an awareness of the methods available for dealing with advanced problems of Financial Reporting and to consolidate their ability to prepare and analyse company financial statements. Problems in Group Accounts; Accounting for Foreign Currency Translations; Accounting for Leases; Taxation in Company Accounts (particularly Deferred Taxation); Further review of Accounting Standards; Review of the preparation and analysis of Company Financial Statements.

## International Economics

The course is a combination of theory, empirical tests of theories, the policy implications of theories and contemporary debates on the trade aspect of globalisation. The standard neo-classical theories of trade are examined and the textbook is supplemented with articles that examine some of the empirical issues relating to trade, its causes and effects. The implications of market distortions for the gains or otherwise from trade liberalization are also considered. The actuality of current international trade policies are explored, with some emphasis on the reasons for its generally mercantilist orientation.
The course also addresses the issue of factor mobility (in particular capital mobility and foreign direct investment) and its implications for the home and host countries. Finally the current debate over globalisation and development is examined with a critique of the arguments of both sides.

## Introduction to Financial Economics

The aim of this course is to provide a general introduction to financial institutions, markets and instruments. The course examines the roles of the principal types of financial institutions in the retail, wholesale and international banking, building society, and finance house sectors; the principal investment institutions; the basic structure and operation of the principal Irish and global financial markets: equity, bond, money, foreign exchange, futures and options markets. This course is also designed to introduce the basic principles of financial economics by examining the relationship between finance and the real resources and objectives of an organization; agency theory; and the theory of the maximisation of shareholder wealth. Finally, the course provides an introduction to investment analysis by developing an understanding of the economic characteristics of the principal forms of financial instrument issued or used by companies and the ways in which they may be issued and valued; and the characteristics and uses of financial futures, options, and swaps.

## Ireland, Europe and the Global Economy

This course draws upon economic theory and empirics to consider Ireland's evolving role in the global economy, insofar as this constitutes an essential part of the context within which government, enterprises and citizens operate, and their behaviour understood and evaluated. Central themes in the course are the nature and extent of the integration of product and factor markets, the operation of domestic and supra-national institutions in managing that integration and their conduct of economic policy. Particular themes may include a survey of contemporary developments in the Ireland and the global economy, the applied economics of economic growth and innovation, the economics of human capital and labour markets, fiscal policy institutions and strategies, capital mobility and the design of macroeconomic policy within the European Union. The course places particular emphasis on a comparative and historical situating of Ireland's economic experience within Europe, and within the European Union especially.

# Syllabi of Courses

## Irish Economic History

This course examines the major economic and social developments in 19th century Ireland together with major developments in the post-independent Irish economy. The course will end with Ireland's entry into the European Community in 1973. The course covers issues of trade, industrialization, agriculture, planning, macroeconomic policy and social policy.

## Logistics and Transportation

This course deals with the logistics and transportation approach to the management of business. The students will study the supply chain and learn how elements of the supply chain work together integrate with other organisational aspects.

## Macroeconomics and the Business Environment

This is an intermediate macroeconomics course dealing with the theory and practice of macroeconomics. It builds on the concepts and principles covered in 1st Year Economics. The objective of the course is to understand, in more detail, the core principles of macroeconomic theory and to learn how these basic principles can be applied to various policy issues, both domestically and in an international setting. The topics covered include the following: National Income Accounting; Aggregate Demand and Supply; Equilibrium and disequilibrium; Saving-Investment relationship; Consumption function; the multiplier; The determinants of investment; Liquidity preference and theory of interest; International Macroeconomics; Growth Theory; Different schools of thought in macroeconomics such as classical, neo-classical, Keynesian and Post-Keynesian are studied. **Students who have not studied macroeconomics before should NOT take this course.**

## Marine Economics

This module will introduce students to economic analysis used to evaluate specific marine policies in the areas of marine tourism and recreation, shipping, offshore energy production, aquaculture, fishing, coastal development and marine ecosystem service provision.

## Management (Diploma in Business Studies)

The course will provide an overview of the process and principles of management, mainly in business organisations. The primary focus of the course will be on the management functions of planning, decision-making, organising, leading and control. The course will also address the nature and scope of management, in addition to managerial roles and skills.

## Management Accounting I (2nd Commerce) (Prerequisite: Introductory course In Accounting)

The objective of this course is to introduce students to the concepts and techniques of Management Accounting. Topics considered will include Profit-Volume Analysis; Accounting Data for Decisions; Marginal Cost and Cash Flow Concepts in Decision Making; Longrun Decisions; Standard Costing and Budgetary Control Systems; Behavioural Aspects of Control.

## Management Accounting II (3rd Commerce) (Prerequisite: Introductory course in Management Accounting)

The objective of this course is to extend the student's understanding of the concepts and techniques of management accounting. Topics covered will include: Cost estimation and forecasting techniques, including regression and learning curve models. Product cost accounting: absorption and variable costing, service department costs, joint and by-product costing. New technology and costing systems: backflush costing, throughput accounting, and activity-based costing. Non-financial performance measures. Control systems, behavioural implications of control, incentive schemes. Performance reporting and control in divisionalised companies.

## Management Accounting III (3rd Commerce) (Prerequisite: Introductory course in Management Accounting)

The objective of this course is to provide students with a detailed understanding of advanced issues in costing, control and management accounting. In particular, the course is deigned to achieve the learning outcomes specified separately under each of the topic headings below. Please note that Management Accounting I (AY207) and Management Accounting II (AY321) are prerequisites for this course.

## Management Information Systems 1

The objective of this course is to provide students with an understanding of how information technology and information systems are used in business. Topics to be covered include information technology architecture, strategic information systems, computer hardware, computer software, systems development life cycles. Practical computer experience will be given in word processing, graphical presentation and spreadsheet software packages.
Topics covered will include: Data, knowledge management & Business intelligence; Communications platforms including mobile; E-Business & Social computing; Information Security, Ethics and privacy; Information systems within organisations; Extending the organisation to customers; Extending the organisation along the supply chain; Acquiring information systems and applications; Organisational strategy, competitive advantage and IS.

## Marketing Analytics

This module provides the students with an introduction to Marketing Analytics. Various tools for generating marketing insights from empirical data in areas such as segmentation, targeting and positioning, customer lifetime analysis, customer choice, and product and price decisions will be studied. This module has a hands-on group component where students apply the tools studied to actual business and organisational situations.

## Marketing Principles (2nd Commerce)

The functions of marketing; The nature of consumption; Consumer motivation; The marketing mix - product, price, promotion, distribution and service, market research; marketing management.

## Media & Marketing Communications

Organisations seek innovative ways of communicating effectively and efficiently with their target audience or public. Marketing communicators are challenged to use communication methods that break through the clutter, reach audiences with interesting and persuasive messages.

## Marketing Research

This module introduces the student to the fundamentals of Marketing Research theory and practice. The course covers all aspects of qualitative and quantitative marketing research for marketing decision making in business and organisational settings.

## Mathematics for Economics

The purpose of this course is to provide students the necessary mathematical skills to pursue more advanced courses in economics. The course is devised to enhance the necessary technical skills in the areas of Algebra and Calculus, which are used in almost all the sub-disciplines of economics. The course emphasizes the need to enhance the computational skills along with the analytical skills that is required for solving economic problems posed in the language of mathematics.

## Microeconomics and Public Policy (Semester 1)

The module provides students with an introduction to topics in advanced, microeconomic theory, with applications to public policy where relevant. Topics covered include game theory, oligopoly and regulation, collective decision making and criteria for social choice, general equilibrium and welfare theorems, uncertainty and information. Contracting and externalities. We consider the appropriate economic role for the State that emerges from an analysis of these topics.

## Macroeconomics and Public Policy (Semester 2)

Macroeconomics is concerned with the major economic issues such as unemployment, inflation, and the interrelation between income distribution and economic growth. Several theoretical models have been developed in the literature to study the fundamental causes of these issues. Many of these models serve as analytical frameworks in which applied economic policy analysis is conducted. Examples include Keynesian structural macroeconometric models in the 1970s and the new Keynesian DSGE models in the current period. This model considers dominant economic policy regimes since the post-world war II period and examines the macroeconomic theoretic principles and the analytical framework that underpins these policy regimes.

# Syllabi of Courses

## Managing Digital Transformation

Digital transformation is a process that aims to improve an organisation by initiating significant changes through a combination of information, computing, communication and connectivity technologies. Digital Transformation has become a high global priority on organisational agendas. Organisations have growing expectations on digital transformations to make a strategic contribution to their business survival and success. Therefore, understanding how operations can be transformed within a shorter timeframes has become the basis of competitive advantage in many sectors of industry including the public sector. Future managers must differentiate between the key drivers and how to sustain transformations in the new digital economy.

## Money and Banking

This course sets out to develop your understanding of international banking and monetary institutions and the world's financial architecture. Using the basic economics of banking, the course explores a variety of current issues, including: the role of the new Irish Financial Services Regulatory Authority (IFSRA); how banking and currency crises have occurred around the world since the 1990s; the role of the International Monetary Fund (IMF); and why the European Central Bank (ECB) is considering a change in its monetary policy.

## Networks and Communications

The objective of this course is to develop in students an understanding of the fundamentals of modern network and internet technologies and to combine them with applications and practices related to a business environment. The course comprises one weekly two-hour lecture across twelve weeks plus one weekly two-hour laboratory across three weeks.

## Operations Research

Mathematical modelling approach to managerial decision making; Problem Formulation; Linear Programming, Network Analysis; Special algorithms of linear programming; Integer Programming; Dynamic Programming; Decision making under uncertainty.

## Operations Strategy

Operations and production management as a competitive weapon; Long term benefits of modern manufacturing in the areas of quality, flexibility, market response and customer satisfaction; product/process decisions; management of technology; productivity and its measurement in modern manufacturing and service industries. Components of operations strategy; Use of analytical techniques; Writings of Hayes, Meredith, Porter, Schroeder, Skinner and Wheelwright. Case Studies.

## Principles of Macroeconomics

The objective of this course is to introduce the basic concepts and principles of macroeconomic theory, and to illustrate how these principles can be used to analyse various issues and problems in everyday life. The following will be covered: national income accounting, models of the macroeconomy, applied economics. Various topics will also be analyses using macroeconomic theory.

## Principles of Microeconomics

The objective of this course is to introduce the basic concepts and principles of economic theory, and to illustrate how these principles can be used to analyse various issues and problems in everyday life. The following issues will be covered: decision-making of individual households and firms, markets for goods, prices, factors of production and market structures. Various topics will also be analyses using microeconomic theory.

## Public Economics

The aim of this module is to introduce students to the role that public sector plays in influencing resource allocation in a market economy. We will focus on the set of normative rules to guide public sector decision-making using tools of modern welfare economics. On the other hand, we will also show that public economies involve the positive study of how the activities of government (for example, taxation, transfers, expenditures) influence resource allocation, relative forces and welfare in the economy.

## Spanish Language Applied

The Course consolidates the language studies of First Year Commerce students. Active command of the language is promoted through regular exercises in the written language and weekly spoken language sessions, while translation exercises and aural comprehension practice are used to develop receptive skills.

# Syllabi of Courses

## Statistical Methods for Business

The objective of this course is to develop in students the skills necessary to apply statistical concepts in a business environment. Topics may include: Statistical inference and hypothesis testing; Inference for means; proportions and regression; Linear and multiple regression; Correlation; Statistical estimation; Time series; new and emerging topics in statistical methods for business.

## Statistics for Economics

The main uses of the statistical techniques studied on this course are to a) look at common ways of organising messy social and economic data, both in a visual way and using summary statistics that catch the main features of the data and b) to look at to what extent, and under what conditions, we can generalise from typical sample summary statistics to features of the population as a whole. Along the way we will look briefly at such issues as questionnaire design, random sampling, sampling theory, probability theory, different probability distributions, hypothesis testing using parametric and non-parametric tests, and examining relationships between variables.

## Taxation I

The purpose of this course is to introduce students to the principles and practice of taxation. The role and principles of taxation. Structure and administration of the Irish tax system. Practical application of the principles of Irish tax legislation and case law in relation to Income Tax and Corporation Tax.

## Taxation II (prerequisite Taxation I)

The objective of this course is to extend the student's knowledge of the areas of taxation covered in Taxation I and to introduce the student to the capital taxes. Topics covered will include practical application of the principles of Irish tax legislation and case law in relation to Income Tax, Corporation Tax, Value Added Tax and Capital Gains Tax.

## The Marketing of Services

The Services sector is the dominant and growing sector of all western economies. Ireland is a service economy, with half of its GDP and 65% of its employment is attributable to services (www.eu2004.ie). This course outlines the unique features of services and examines how service marketing differs to product marketing. The role of the consumer in the service encounter is explored, and the elements of the marketing mix are examined from a services perspective.

## User Experience Design

The objective of this course is to develop the students' understanding of the issues involved in designing interactive systems. The course imparts practical knowledge of the skills and techniques used to design interactive systems.

## Web and Interactive Media Design

The objective of this course is to provide students with applied skills in web and multimedia development and production. Topics may include: advanced HTML (e.g. DHTML and XHTML); Web and Multimedia development tools (e.g. DreamWeaver, Flash,); multimedia databases; multimedia development and production concepts; interaction design; usability; web and multimedia project management; graphics development (e.g. Fireworks, Photoshop); animation; audio and video production and editing; new and emerging topics. In addition to lectures there may also be scheduled laboratory hands-on sessions.

NUI Galway
OÉ Gaillimh

## J.E. Cairnes School of Business & Economics

T: +353 91 492 612
F: +353 91 494 546
E: cairnes@nuigalway.ie
www.nuigalway.ie/cairnes

www.facebook.com/JECairnes
www.youtube.com/cairnesnuigalway
www.twitter.com/NUIGCairnes
www.instagram.com/nuigalway_jecairnes
nuigcairnes