

Evening Degrees

Incorporating

Arts | Business | Finance | Law | Marketing

Welcome

Dublin Business School (DBS) specialises in the provision of career focused business and law education as well as the delivery of contemporary programmes in the areas of Business, Arts, Psychology, Marketing and Law.

Visit our website:

www.dbs.ie



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Why Study an Evening Degree Qualification?



"I chose DBS because of the city centre location and good reviews online. The lecturers are passionate and know students' names.

I chose the Bachelor of Arts (Honours) in Business (Management) because the subject is broad – you can move into many areas with a business degree. My favourite module was Business Finance.

I would recommend DBS, it is a well known college amongst companies and recruitment agencies. DBS focuses on what skills companies want in candidates which has benefited my career."

Shane Barry, Bachelor of Arts (Honours) in Business (Management)



- ▶ Receive a career-focused education that you can put into practice on a daily basis and will really benefit you in your working environment.
- ▶ Gain a competitive advantage in the workplace by enhancing career prospects & employability.
- ▶ Enhance existing qualifications – perhaps you have already completed study to Higher Certificate, Diploma or Ordinary Degree level. With Recognition of Prior Learning (RPL) you may be able to complete your Honours Degree in a relatively short period of time.
- ▶ Enhance your CV and upskill in a particular subject area.
- ▶ Combine your studies with your other full-time commitments.
- ▶ Maintain a healthy work/life balance by studying two evenings per week.
- ▶ Develop both academically and professionally (enhanced skills such as communication, leadership skills, and listening skills)
- ▶ Enjoy the sense of personal development and self-actualisation felt when you successfully complete your studies and obtain a recognised Honours Degree qualification.

Why Choose DBS?

Wide Course Offering

DBS is Ireland's largest independent third level college, with over 9,000 students and an ability to deliver over 100 accredited courses in the areas of Business, Arts, Law, Psychology and Computing. In addition to the wide range of Honours Bachelor Degree (Level 8) courses available, there are opportunities to progress from Higher Certificate (Level 6) to Ordinary Bachelor Degree (Level 7) and from Ordinary Bachelor Degree to Honours Bachelor Degree and onto Masters programmes.

Accreditation



QOI AWARD

All DBS evening degrees are awarded by Quality and Qualifications Ireland (QQI) which sits on the National Framework of Qualification (NFQ) which was designed to create a single, easily understood qualifications system for all levels of education and training in Ireland.

4 Stars Awarded by QS Stars Rating System



DBS has been awarded 4 Stars in the QS Stars Rating System. In addition to the overall rating, DBS earned a rating of 5 Stars for Online Learning and Inclusiveness and 4 Stars in several other areas including Teaching, Employability, and Academic Development. DBS joins an exclusive group of higher education institutions worldwide in the ranking, which is considered one of the most influential and credible ratings for higher education institutions globally.

Recognition by Professional Bodies



DBS has professional accreditation and recognition attached to programmes from global bodies such as the Association of Chartered Certified Accountants (ACCA), the Chartered Institute of Management Accounting (CIMA) and from national organisations such as the Psychological Society of Ireland (PSI), the Law Society and the Honorable Society of King's Inns for Solicitor and Barrister training. DBS was the first private college to be awarded PSI recognition on its Psychology degree and now also offers a conversion style Postgraduate Higher Diploma in Psychology which is also PSI accredited.

Student Centred Approach/ Flexibility of Study

At DBS our Evening Degree programmes have been designed in a flexible manner which allows our students to develop a study plan which suits their individual needs. Typically, students attend classes two evening per week (6.15pm-9.30pm) over a four-year period.

City Centre Location

A mere two minute walk from St. Stephens Green, the Luas and all main bus routes, DBS is truly in the heart of Dublin city. Our educational sites in the prime city centre locations of Aungier Street and South Great George's Street are within a few minutes walking distance of each other and provide students with access to all of the infrastructure capabilities of a vibrant modern city.

Career-Focused Education

A degree from DBS will set you up for your future career. In addition to the high level academic and practical knowledge and experience students will receive from our faculty, students can also avail of work experience and internships (supported by the DBS Careers Service) enabling you to obtain real world experience throughout your course of study and be equipped with a competitive advantage on graduation. All programmes are developed in collaboration with industry which allows subject offerings to reflect opportunities emerging in cutting edge industries such as data analysis, digital media, Fintech and cloud computing.

Dedicated Student Services Department

As students are the primary focus of the College it is only appropriate that they should have their own department. The Student Services Department caters exclusively for our students' needs. One of the department's main roles is the facilitation of personal and academic development. In DBS academia is integrated with a stimulating social scene and students participate annually in events such as Freshers' Week, Rag Week as well as a wide range of clubs and societies.

Dedicated Programme Management

All part-time students are provided with a recommended learning path for their programme. This is not compulsory, but offers a path through the degree illustrating how it can be completed in

four years, typically by studying two evenings per week. Programme leaders are dedicated to the needs of Evening Degree students and have many years experience of delivering and managing our Evening Degree programmes. The programme leaders have an in-depth understanding of the specific issues you may experience in your studies, such as degree choice and elective subject decisions.

Employability and Personal Development Focused Education

The DBS Employability Pillar runs through all of the Level 8 Degree programmes. During these modules students will develop transferable skills and undertake projects in 'real-life' situations so as to assist in taking ownership of their own career management. They can develop realistic career plans and initiate and sustain professional networks and relationships to encourage opportunities for employment and internships. Students will develop the necessary skills to compete effectively for a broad range of employment, postgraduate study options and innovative opportunities available to them and further develop lifelong learning and continuous professional development.

Work/Study Balance

Commencing study after a number of years absent from academia can prove a daunting prospect. However, at DBS we take a holistic view to college life. The work/study balance is something we

regard as being important and as such appreciate the specific challenges met by our part-time student population. Therefore, lecture notes, assessment information, past exam papers and sample exam questions are made available to our students in electronic format on our student intranet site. As a student of DBS, you will also have remote access to premium online databases such as Emerald, Westlaw, Lexis-Nexis, Business Source Complete and Academic Search Complete.

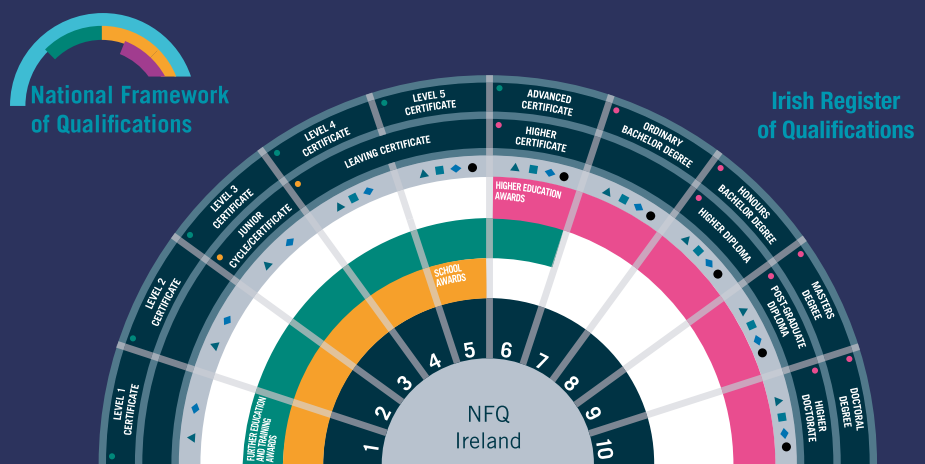
All of this material will enhance your learning experience on the programme you have selected.

Student Support Services

Feedback from students indicates that they value the student focus that our lecturers and support staff offer. At DBS, this is the key factor in our service delivery; we recognise that you may need different types of support as you progress through your studies, be it academic direction, career advice, mentoring or personal attention. In this regard, our programme management team offers a comprehensive service to our students.

Further Study Opportunities

DBS acknowledges that an important, indeed essential, element of undergraduate education is to instill in students the ability and desire to continue to learn, long after the formal ending of their studies. DBS Postgraduate School offers a wide range of contemporary career-focused postgraduate Masters and Higher Diploma programmes in the areas of Arts, Business, Law and the Humanities.



CLASSES OF AWARD

- ▲ Major Awards: named in the outer rings, are the principal class of awards made at a level
- Minor Awards: are for partial completion of the outcomes for a Major Award
- ◆ Supplemental Awards: are for learning that is additional to a Major Award
- ◆ Special Purpose Awards: are for relatively narrow or purpose-specific achievement
- Professional Awards: these are for occupation-orientated qualifications including apprenticeships

IRISH REGISTER OF QUALIFICATIONS

For more information on
 - Qualifications
 - Providers
 - Courses
 visit www.irq.ie

Additional Information

Protection of Enrolled Learners

For all DBS courses covered by the provisions of Section 65 (4) of the Qualifications and Quality Assurance (Education and Training) Act 2012, (Protection of Enrolled Learners, or PEL), DBS has arrangements in place with Kaplan, Inc. (the Guarantor) such that on the occurrence of a Trigger Event, the Guarantor will refund the moneys most recently paid to the relevant payers.

Trigger Event: means: where DBS does not provide the Programme for any reason including by reason of insolvency or winding-up of DBS, and/or where Enrolled Learners have begun a Programme but not completed that Programme and DBS ceases to provide the said Programme before the said Programme is completed for any reason, including by reason of insolvency or winding up of DBS, and/or where the Authority (QQI) withdraws validation of a Programme under section 36(7), section 47, or section 59(7) of the Act

Mature Applicants

Students who are applying to programmes as mature applicants will be required to be over the age of 23 on 1st January in the year of entry. Mature students may apply directly to the college. Mature students are assessed on basis of age, educational standard and work experience to date.

Transfer Applicants

We welcome applications from transfer students and process a large number every year. Transfer applicants are required to submit a completed application form along with a complete set of academic transcripts in order to have the transfer request processed. Generally speaking, a Higher Certificate graduate is eligible to apply for a place on final year of an ordinary degree or second year of an honours degree in a cognate discipline – these guidelines also apply to FETAC Level 6 and HND graduates. Ordinary degree graduates are eligible to apply for final year entry

to an honours degree in a cognate discipline. If you have started or completed a third level qualification already (Level 6 or above) you may be eligible for advanced entry and you can contact the Admissions Office for more information.

Students with Disabilities

DBS welcomes applicants with disabilities, and is keen to ensure that all students experience equality of opportunity in reaching their educational potential. Any applicant with special needs should contact the College well in advance of course commencement to assess if their needs can be addressed. At examination time, candidates with special educational requirements should apply to the Exams Office for provision of facilities which best enable them to demonstrate their knowledge of the subject being examined.

“I feel like they offer a wide range of courses that can help any professional grow within their own profession or move into others”

Graduate from the Bachelor of Arts (Honours) in Marketing (Digital Media) course



Frequently Asked Questions

How long does it take to complete the degree?

Typically, students attend classes two evenings per week (6.15pm-9.30pm) over a four year period. The Bachelor of Laws (Honours) degree takes three years to complete and students will attend classes three evenings per week from 6pm-10pm.

How is the degree recognised?

All evening degree programmes are honours degrees and placed at level eight on the National Framework of Qualifications (NFQ). The Evening Degree programmes are awarded by Quality & Qualifications Ireland (QQI).

How many modules can be taken per year?

Students may opt to study a minimum of two modules and a maximum of 4/5 modules (45 credits) per year. Studying in accordance with the recommended study pathway allows you to complete the degree in four academic years.

How many modules do I study each evening?

The timetable is scheduled to enable students take two modules per evening. Classes run from 6.15pm to 7.45pm and 8.00pm to 9.30pm.

How much study time is required for the degree?

As a general guideline it is recommended that students studying part-time should allow 1.5 hours study for every hour of lecture. This may vary from student to student as you progress through the degree. As with most commitments the more effort you put in the more beneficial it will be for you.

Can I take subjects from different levels?

Students may straddle stage one and stage two modules as well as stage two and stage three modules. However, students cannot take modules at stage

three until all of the stage one modules are completed. This is subject to the completions of all prerequisite modules. Advice on module selection will be given in advance of your formal acceptance of the offer for a place on the course.

How long is the academic year and when are exams held?

Classes commence at the end of September each year and run up to the end of April with examinations held during May and include breaks for national holidays such as Christmas and Easter. You can obtain a copy of the forthcoming academic calendar from the admissions office once available. Please note end of year examinations for Evening Degree programmes are held during the day.

If I have passed some modules previously on another course can I apply for exemptions?

If you have previously studied at third level and some of the content is covered in the Degree programme you are applying for, you may be eligible for exemption from that/those subjects(s). If you wish to apply for exemptions please send in the following with your application:

- ▶ Academic Transcripts (Original & Official English Translation where issued in another language). Applicants who have previously attended DBS need not provide this documentation.
- ▶ Applications for exemptions will only be considered at point of admission. Under no circumstances will exemptions be considered once a student has commenced the course.

How do I calculate the fees?

The fees are calculated on a per module basis for stage 1, stage 2 and stage 3 over the four years. Please refer to the fee sheet on the DBS website for the fee per module. In addition, in first year only, students are required to pay a registration fee of €165.



I chose DBS because of its reputation. I chose the course (BA (Hons) in Counselling and Psychotherapy) as it was recommended and offered me flexibility to work and study. I enjoyed the hands on and experiential classes the most. The lecturers were very influential characters which have shaped the kind of therapist I have become.

DBS is a very professional college with excellent support: I am proud to say I went there. Having a 1:1 from DBS sets me apart from others and denotes a degree of success or stature within my career area.

Colin Connolly, BA (Hons) in Counselling and Psychotherapy, Part-time



Examination fee per annum is €100 (this covers all examinations taken in first sitting). Applicants who have received exemptions will be required to pay €50 per exemption subject granted.

Can I get tax relief on the fees?

The Degree programmes are eligible for tax relief at the standard rate, which at the time of going to print is 20%. For part-time courses, tax relief is granted on fees paid exceeding €1,500 and up to €7,000.

Entry Requirements and Next Steps

ENTRY REQUIREMENTS

Honours Bachelor Degrees (Level 8)

Leaving Certificate

Under the Common Points Scale, which was introduced in 2017, applicants must obtain a minimum of 2H5's and 4 O6/H7, including a language. Some degree programmes will also require a minimum of O6/H7 in Maths. Please see individual course entry requirements for further details.

A Levels/GCSE

Applicants must obtain a minimum of four GCSE passes at grade C or higher plus two A level passes at grade C or higher. Some programmes will require Maths and English or another language (or both).

BTEC

Students applying for any Honours Degree programme must have obtained a minimum of a BTEC National Diploma in a cognate area.

FETAC Applicants

Minimum entry requirements for graduates of FETAC awards is a full FETAC award at Level 5 on the NFQ and which includes a Distinction grade in at least three modules. A full FETAC award normally consists of eight modules. A record of achievement/component certificate does not meet minimum entry standards. FETAC Level 5 awards will be accepted in any discipline. Further details can be obtained from the Admissions Office.

Ordinary Bachelor Degrees (Level 7)/Higher Certificate (Level 6)

Leaving Certificate

Under the new Common Points Scale for Leaving Certificate 2019 applicants must obtain a minimum of 5 O6/H7s, including a language. Some degree programmes will also require a minimum of O6/H7 in Maths. Please see individual course entry requirements for further details.

A Levels/GCSE

Applicants must obtain a minimum of four GCSE passes at grade C or higher plus one A level pass. Some programmes will require Maths and English or another language (or both).

BTEC

Students applying for any Ordinary Degree or Higher Certificate must have obtained a minimum of a BTEC National Diploma in a cognate area.

FETAC Applicants

The minimum entry requirement for graduates of FETAC awards is a full FETAC award in any discipline. A full FETAC Level 5 award normally consists of eight modules. A record of achievement/component certificate does not meet minimum entry standards. Further details can be obtained from the Admissions Office.

All applicants presenting other qualifications should contact the Admissions Office directly to discuss their eligibility criteria.

Mature Applicants

If you are over 23 years of age and do not meet the minimum entry requirements, you may apply as a Mature Student. Mature students are assessed on the basis of age, work experience, general education standard, motivation and commitment to the programme for which they are applying. Please forward documentation such as any relevant transcripts, a CV or any other related documentation to the Admissions Office. Proof of age such as a copy of driver's licence or passport must also be submitted.

"It has really benefited me because I was able to put into practice all what I was taught. I can develop mobile apps and gaming. The lecturers are really good and have an understanding of what they are teaching. They are approachable, nice and intelligent."

Elizabeth Omotayo, Bachelor of Arts (Honours) in Business Information Systems

"It has significantly increased my confidence and allowed me to change career. Good lecturers, great location. Flexibility for part-time students."

Olivia Grace, Bachelor of Arts (Honours) in Psychology



Career Services

Career Services

Dublin Business School creates graduates who are able to realise their full potential, are attractive to employers and are ready for employment.

Through strong links with employers we understand what attributes industry are looking for and we prepare our students to meet these needs.

The Careers Hub

Careers Services are delivered through a dedicated team of Careers Coaches in the DBS Careers Hub. This is a new approach to providing Careers Advice and support among Irish third level Institutions. Through innovations such as specific careers pathways, 24/7 access, and the use of technology to deliver workshops and seminars, the team bring students and employers together, and are instrumental in our graduates building successful careers in companies such as Google, Microsoft, Amazon, Accenture Hubspot, Version 1 and many others.

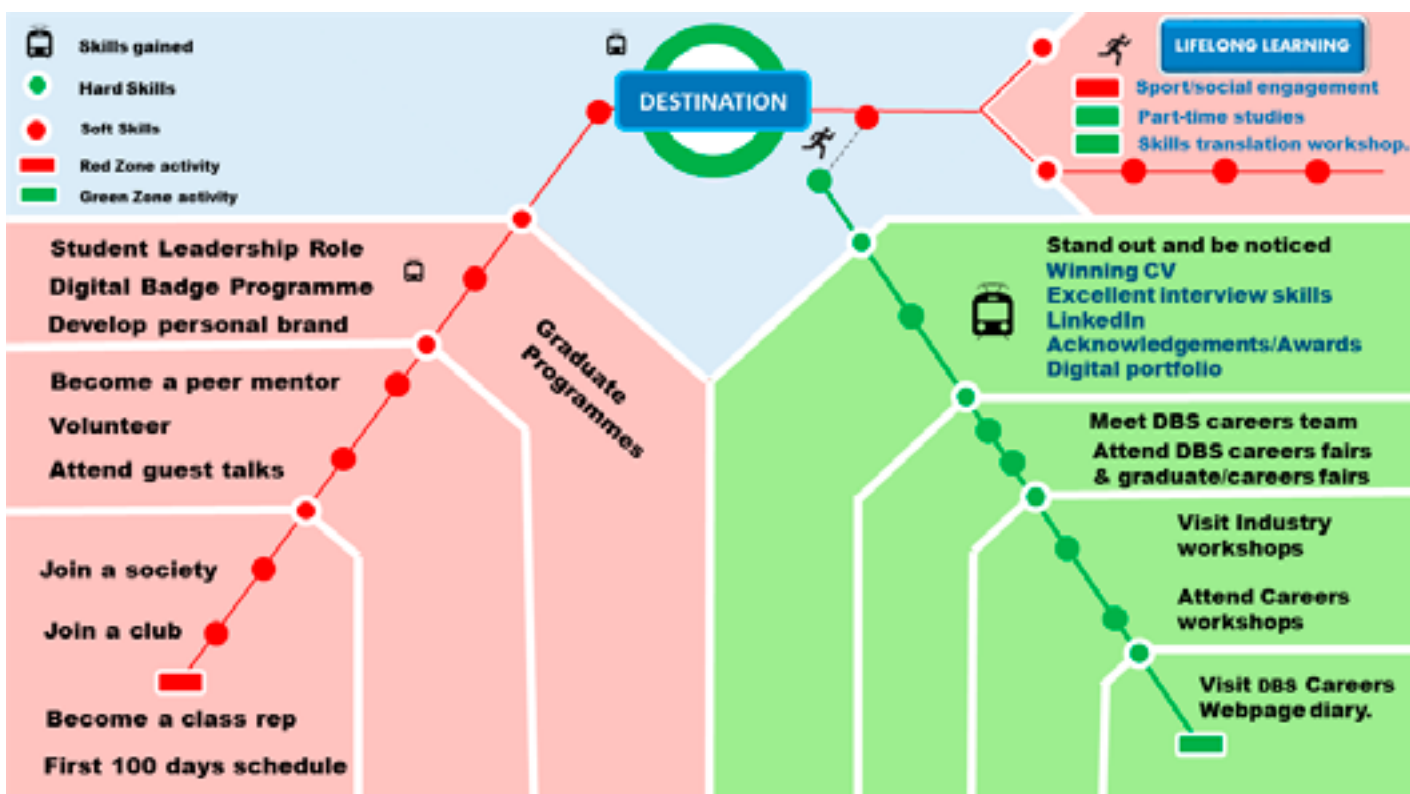
Top Skills Employers Seek



Careers Hub
Weekly online and classroom workshops
Job advertising and matching with students
One to one student meetings and advice
Personal career development weeks
Company visits
Guest lecture series
Innovation sprints
Internships and placements where applicable
Interview preparation
Video interview preparation
Specific International student Careers Supports.
Alumni talks and workshops
Further study advice

Check out our dedicated careers website for more information <https://students.dbs.ie/dbs-student-services/dbs-careers>

-  **Like DBS on facebook:**
@DublinBusinessSchool
-  **Follow us on Twitter:**
@dbscollege
-  **Share on Instagram:**
@dbscollege
-  **Find us on LinkedIn:**
@DublinBusinessSchool



We will provide an outstanding student experience and enable strong academic outcomes.



News and Updates



DBS Career Fairs

The Career Fairs present students with a fantastic opportunity to meet with employers and discuss potential job opportunities as well.

Many of our past students have secured full-time positions from attending the fairs in previous years and it remains an integral part of the academic calendar.

Women in Leadership

Personal Career Development Week hosted a Women in Leadership Panel moderated by Ntsoaki Phakoe-McKevitt. The panelists included, from left to right: Cliona O’Beirne, Chief Commercial Officer, DBS; Simone Macleod, Chief People Officer, Nairn; Eadaoin Curtin, Founder, Firechild Photography; and Sinead Lucey, Girls In Tech/Thousand Eyes.



LinkedIn

DBS Students were invited to the LinkedIn HQ where LinkedIn facilitated a workshop on using the platform and helping students with tips on the platform, curriculum vitae tips and interview skills.



Guest Lecture Series

DBS welcomed Mark Kelly from AI Ireland who participated in a guest speaker event. Mark came to the college and gave a fascinating talk on the use of artificial intelligence in the media! Kieran O’Shea, from Decathlon spoke to students about the opening of the sports retail store and the full-time and part-time opportunities that were available. The Guest Lecture Series is a wonderful opportunity to connect with industry and learn directly from leaders in business.





DBS Men's Basketball – Crowned Division 1 National Champions 2020

In March our men's basketball team were crowned Division 1 National Champions for 2020 after a thrilling final at the Oblate Arena against NUIG. This was a tightly contested match-up with two of the countries leading colleges. The teams went toe-to-toe for the right to become champions of Ireland. It was a thrilling final, scholarship stars Daniel Heaney, Marko Tomic and Hillary Nets all providing stand out performances throughout the final. But it was Paris Ballinger, whose MVP display was instrumental in the success of DBS taking home their first ever Division 1 National Championship.

DBS students assist in UXDX Conference

DBS Event Management students assisted in the delivery of the UXDX Conference. The conference brings together UX (user experience), UI (user interface), design, development and cross functional product teams.

Lecturer Emma Olohan speaking of her students' efforts said "DBS Event Management students are moving with the times immersing themselves by playing a key role in high profile events that have gone virtual this year including Web Summit, Working World 2021& beyond, and Pendulum".



DBS receive Excellence in Online Learning Education Award

DBS were awarded the Excellence in Online Learning Education Award for the Public

Sector Magazine 2021 Excellence in Business Awards. A special thanks to our faculty and IT team for their efforts in seamlessly transitioning to online delivery during recent times.

President Andrew Conlan-Trant received the award and spoke of the future development of programmes at DBS "All new programme development and the revision of older programmes will look to include online learning where it is appropriate for the learning outcomes, as we strive for as flexible a learning environment as possible".



DBS students raise €4,030 for Temple St. Children's Hospital

DBS students held a themed charity event in aid of Temple St. Children's Hospital.

The event was spearheaded by Project Management students with the intention of bridging communication between college students, alumni and industry. The purpose of the event was to give students the opportunity to network amongst leading global entrepreneurs and break down barriers between boardrooms and classrooms. The project team provided a platform for successful entrepreneurs to voice their journey to young aspiring individuals.

Student Services

Student Welfare

The welfare of our students is of utmost importance in DBS. Our Student Experience Team gives advice and support to all students of the College. Be it accommodation, financial, visa, study problems or psychological issues, the team is here to help. We have close ties with local medical services and can arrange an appointment at short notice. We also provide students with a free and confidential counselling service where we will refer a student to a professional counsellor if required.

Activities and Events

College life is about much more than just education. Through our broad range of services and activities you will get to enjoy the full student experience, which extends beyond the classroom. The DBS campus is in Dublin city centre, and we use all of the extra-curricular and recreational opportunities that our unique location offers.

Sports Clubs

- ▶ Archery
- ▶ Athletics
- ▶ Badminton
- ▶ Basketball
- ▶ Cricket

- ▶ Cycling
- ▶ Dodgeball
- ▶ Equestrian
- ▶ Futsal
- ▶ Go-Carting
- ▶ Golf
- ▶ Hillwalking
- ▶ Hockey
- ▶ Orienteering
- ▶ Pool
- ▶ Rock Climbing
- ▶ Rugby
- ▶ Soccer
- ▶ Surfing and Water Sports
- ▶ Swimming
- ▶ Table Tennis
- ▶ Volleyball

Student Entertainment

The Student Experience Team, in conjunction with our Student Union, organise a full and varied schedule of social and cultural events throughout the year. From Freshers week in September, RAG week, weekly film screenings, cultural excursions and day trips, and the Formal Ball and Awards in May, there is something for everyone.

Societies

- ▶ **Special Interest:** Psychology, Business, Photography, Film, Law, Computing, Programming, Data
- ▶ **Activity Based:** Dance, Pilates, Yoga, Martial Arts, Self Defence
- ▶ **Music Based:** Radio, Music, DJ
- ▶ **International and Cultural:** African, Malaysian, Irish, Chinese, Indian
- ▶ **Volunteering and Social:** SVP, Simon, Charity, LGBT, Drama, Book Club, Coffee Club, Language Exchange

Clubs and Societies

We encourage all of our students to get involved with the many and varied Clubs and Societies that are on offer. Besides doing something that you love and enjoy, you will meet new friends with similar interests and also meet fellow students who may be studying on a different programme to yours. Whatever your interests, there is a club or society for you!



“I chose DBS because it was close to my work and also offered different business streams. There were some fantastic lecturers... Advanced economics was by far my favourite. Excellent teacher and very dry and witty.

I learned a lot and I did enjoy it immensely. The sense of accomplishment when I finished it and got my results was like nothing I'd ever felt before. Part-time lecturers are fantastic in helping you understand things and if you put the work and effort in you will get to know them personally.

I felt I just needed that piece of paper to say I have a degree but now I just want to keep learning new things and expanding my knowledge. I will display my DBS qualification proudly on my wall and CV, and always be reminded of what I achieved and that I never gave up.”

Jack O'Rourke, Part-Time Bachelor of Arts (Honours) in Business



“As a full-time employee and a mother of a young daughter, it’s difficult to get the right fit with an evening degree. DBS offered me the flexibility to pursue my career, BA and lifestyle. Exemptions awarded from a previous diploma enabled me to complete my BA in just three years. I also found the subject matter interesting which kept me absorbed even after a full day’s work. It was challenging and definitely worthwhile.”

Donna Murray, Marketing (Event Management) Graduate

Library and Information Services

Supporting our students

In addition to providing access to an extensive print collection; the award winning DBS library (library.dbs.ie) offers online, mobile, customisable and interactive information resources that can be accessed 24 hours a day from anywhere in the world. DBS Library is located in the Aungier Street building. DBS Library is an institutional member of the Library Association of Ireland (LAI), the Chartered Institute of Library and Information Professionals (CILIP), UK and the British and Irish Association of Law Librarians (BIALL).

Opening Hours

Monday-Thursday: 09:00-22:00

Friday: 09:00-21:00

Saturday: 09:00-17:00

Print Resources

DBS Library has over 43,000 books. Library holdings are listed on the Library's online catalogue which is available on the Library website or can be accessed directly at <https://books.dbs.ie>. Students can login to the catalogue to view their Library account and renew or reserve books.

Online Resources

The Library has an extensive e-book collection of over 30,000 titles and access is provided to over 36,000 full-text eJournals, over 36,000 conference proceedings and over 3,000 newspaper titles. Book titles recommended by lecturers on reading lists are acquired in electronic format, where available, providing students with access to key materials. The Library uses Loughborough Online Reading List Software (LORLS) to make online reading lists available to students with live availability of print titles and online access to electronic resources. LORLS is available to access directly at <https://lorls.dbs.ie>.

The Library subscribes to a number of high quality databases including:

Academic Search Complete, Bloomsbury Professional Law eBooks, Business Source Complete, Computers and Applied Sciences Complete, Ebsco eBooks, Film and Literature Index, IEEE Xplore Digital Library, JSTOR, JustisOne, Library and Information Science Source (LISS), Mintel Reports, Passport, PEP Archive, Proquest Central, Proquest EbookCentral, ProQuest One Business, PsycArticles, Sage Business Cases, SAGE Research Methods, SOCindex, VLeBooks, WARC, Westlaw IE and Westlaw UK. Databases can be searched individually or simultaneously via a single Google-like search box on the Library website.

Off-Campus Access

All electronic resources including the online catalogue, the e-book collection and the complete portfolio of databases can be accessed 24 hours a day from anywhere in the world via the Library Website. The Library catalogue and all electronic resources can be accessed remotely from mobile phones and tablets.

Students with Disabilities

The Library's e-book collection and the majority of its databases have magnification and text-to-speech capabilities. Guides to Library resources for students with disabilities are also available in the Library and on the Library website.

Students can make an appointment to meet with an Information Skills Librarian to discuss how we can best meet their specific information needs.

Library Facilities

All PCs in the Library provide internet access and are equipped with the latest version of Microsoft Office. The Library also has three study rooms for collaborative study. Students can book a PC or study room via the Library website. The Library has a wireless network for students wishing to use their laptops. High-quality printing and photocopying services (including scanning and colour photocopying and printing) are available in the Library. Wireless printing enables students to print from their laptops. The Library provides self-issuing stations which enable students to issue, return and renew books independently, and which free up staff to answer student queries.

Student Support

Library staff are extremely student focused. The Library also provides the following student support services:

- ▶ Information desks where library staff are on hand to answer student queries
- ▶ Library tours and induction process
- ▶ Instant Messaging Service - 'Ask a Librarian' on the Library website
- ▶ Our dedicated Information Skills team provides a range of programme embedded and scheduled classes on essay writing and referencing, avoiding plagiarism, researching, evaluating resources and other key topics.
- ▶ Library Guides - A large range of guides on the use of Library resources and facilities along with online tutorials are available on the Library website: library.dbs.ie.

Information Technology

We provide a wide range of online access for students for the following services:

- ▶ **Office 365** – Each student has access to Office 365 online which now includes an online note taking app as well as a mydbs.ie email address with 50GB of email storage and 1TB of online cloud storage. Students also have the ability to download 5 free copies of Office
- ▶ **Lecture notes** – We are now on the most up-to-date version of Moodle. Most classes are recorded through Zoom and easily viewed on Moodle if you miss a class
- ▶ **Timetables** – Up to date timetables can be viewed for all courses and through your email calendar within mydbs.ie email.
- ▶ **Exam results** – can be accessed online.
- ▶ **Student Intranet** – Offers a wide range of student services, including information regarding accommodation, exams, programme handbooks, FAQs and your personal dashboard.
- ▶ **Support Online** – an online ServiceDesk portal is available to support students through a ticketing system which allows quick and efficient support when students require it.
- ▶ **Online Library Access** – through the library website, students can access the full library catalogue. Other services include, PC and Study Room Booking, Online Book Renewal, Access to a wide range of databases and e-journals.
- ▶ **Careers Website** – contains an up-to-date listing of vacancies and careers information. Students can also book time with a dedicated careers advisor online.

“Being no stranger to study I took several months carefully examining every law degree I could find both in the United Kingdom and in Ireland that might fulfill my personal needs based on accessibility, reputation, value for money and ‘portability’ to other common law jurisdictions. I had no hesitation in choosing the Law Degree at DBS, accepted as a ‘qualified’ law degree by the Honorable Society of Kings Inns. The course has benefited me in so many ways it is difficult to state them all; however as a preparation for the Bar (as an additional career) and as a different intellectual foundation of reasoning that I had not previously possessed, it has added great dimension to my ability to critically analyse many things in life.

Dr Danny Stephens
Bachelor of Laws (Hons)



Arts

BA (Hons) in Counselling
and Psychotherapy

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BA (Hons) in Psychology

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BA (Hons) in Counselling and Psychotherapy (Recognised by IACP)

Awarding body

Quality & Qualifications Ireland (QQI)

Award Level

NFQ Level 8

Award Type

Major

Title of Award

BA (Hons) in Counselling and Psychotherapy

Duration

4 Years (1-2 evenings per week and 9 weekends)

Entry Requirements

Applications are welcome from those with Leaving Certificate or Level 5 FETAC full award and those with or without a primary degree. However, those under the age of 23 may not have the necessary life experience to satisfactorily participate in this programme, so it is likely to suit mature student.

Application Procedure

Apply directly to [dbs.ie](https://www.dbs.ie)



Irish Association for Counselling and Psychotherapy

Overview

Counselling and Psychotherapy provide the opportunity to speak in one's own terms in order to articulate the difficulties and the questions in one's life. They offer the opportunity of clarifying the direction, or its lack, in one's life. In recent decades counselling and psychotherapy have had a major contribution to the alleviation of distress and suffering in the everyday human experience of loss, bereavement, trauma, depression, choice and relationships. Skills adapted from the fields of counselling and psychotherapy are now an essential part of many work roles and an expertise in this area can be the basis of professional development. Counselling and Psychotherapy have enjoyed significant growth in an Ireland that has seen great social change in recent years.

Please note that completion of a Foundation course in Counselling & Psychotherapy is not a pre-requisite for entry on to this programme.

Key Features of this Programme

- ▶ Recognised by the Irish Association for Counselling and Psychotherapy (IACP)
- ▶ The orientation is primarily humanistic/integrative/psychodynamic but it also introduces students to the principles of psychoanalysis, developmental psychology, existential psychotherapy and cognitive behavioural therapy (CBT)
- ▶ Central to the course are personal development through personal therapy and process group work, supervised clinical practice (years 3 & 4) and theoretical study
- ▶ Teaching is primarily interactive and focused on the students' engagement with the material on the programme
- ▶ Learning is skills-based and experiential, in small group formats (maximum of 15 per training group, 12 per process group and 3-6 per clinical supervision group in years 3 & 4)
- ▶ We have a dedicated placement officer to assist students in finding work placements to complete their necessary client work
- ▶ Of interest to those who would like to learn counselling skills and understand their basis in psychotherapeutic practice
- ▶ Enhances students current work practices e.g. health and social care professionals, teachers, Gardai, community workers, voluntary sector workers and many more
- ▶ To inform about the potential contribution of the approaches studies as well as their limitations
- ▶ To provide experiential learning of counselling and psychotherapy skills in a classroom setting in years 1 and 2 and in clinical settings in years 3 and 4
- ▶ To gain experience of the process of counselling/psychotherapy in both individual and group settings
- ▶ To gain knowledge of the main categories of psychopathology
- ▶ To acquire significant research and writing skills through essay writing and by carrying out primary research in the area of counselling and psychotherapy
- ▶ To prepare students to undertake the further training and education necessary to meet the relevant criteria for eventual accreditation by the appropriate professional bodies
- ▶ To have acquired a broad undergraduate education and the practical and intellectual skills required for postgraduate education and a variety of career paths.

The BA (Hons) in Counselling and Psychotherapy programme has been designed to meet the criteria of a core training course. It includes the required counselling skills, personal development and theoretical components which are the basis for it to be recognised by the Irish Association for Counselling and Psychotherapy (IACP) and awarded by Quality and Qualifications Ireland (QQI). The orientation of the course is integrative/humanistic with a psychodynamic perspective. Students only being supervised client work following the completion of all modules and requirements at Level 1 and 2 of the programme and a decision regarding suitability to practice.

Programme Content

YEAR 1 (CORE MODULES)

- ▶ Counselling Skills I - Introduction
- ▶ The Stress Response I
- ▶ Approaches to Counselling and Psychotherapy
- ▶ Contemporary Issues I
- ▶ Developmental Psychology
- ▶ Process Group
- ▶ Introduction to Psychology

YEAR 2 (CORE MODULES)

- ▶ Counselling Skills II - Therapeutic Relationship
- ▶ The Stress Response II
- ▶ Contemporary Issues II
- ▶ The Family System
- ▶ Human Sexuality
- ▶ Process Group
- ▶ Introduction to the Work of Freud

YEAR 3 (CORE MODULES)

- ▶ Psychotherapy Skills I - Psychodynamic
- ▶ Clinical Supervision I
- ▶ Existentialism and Psychotherapy
- ▶ Freud's Case Histories
- ▶ Psychopathology
- ▶ Approaches to Addiction
- ▶ Research Methodology
- ▶ Supervised Practice I

YEAR 4 (CORE MODULES)

- ▶ Psychotherapy Skills II - Integrative
- ▶ Clinical Supervision II
- ▶ Cognitive Behaviour Therapy
- ▶ The Body in Psychotherapy
- ▶ Ethics
- ▶ Group Psychotherapy
- ▶ Supervised Practice II
- ▶ Research Project

Teaching and Assessment

The BA (Hons) in Counselling and Psychotherapy combines experiential learning, academic lecturing and personal development. The Theory and Practice modules in each year of the programme as well as the Stress Response modules consist of experiential learning classes taking place in training groups with 15 students. The process Group is an integral component of the personal development aspect of the BA and a fundamental element of training in humanistic/integrative counselling and psychotherapy. The other modules on the programme are delivered in lecture format. Assessment is approached creatively with a range of assessment strategies including essay writing, in-class presentation, group discussion, self-reflective writing and examination. Instructions and guidelines for all assessment are clearly communicated to students.

Structure

The BA (Hons) in Counselling & Psychotherapy is a part-time programme of at least four years duration. During Year 1 and 2 of the programme students attend:

- ▶ Lectures 1-2 evenings per week
- ▶ 9 weekends from September to May
- ▶ Process Group one evening per week for 30 weeks from September to May
- ▶ Weekly Personal Therapy (mandatory from level 2).

Over the course of the first two years all students undergo feedback sessions and interviews to assess academic and personal eligibility to proceed to years 3 and 4. A decision is made at the end of year 2 on the basis of the material from the previous two years concerning suitability for client work. Students who successfully complete year 2 receive a Higher Certificate award.

During Year 3 and 4 of the programme students attend:

- ▶ Lectures one evening per week from September to May
- ▶ 9 weekends from September to May
- ▶ Weekly Personal Therapy
- ▶ Individual and group supervision
- ▶ Supervised client work

Additional hours are required for client work, personal therapy and individual clinical supervision. Please note personal therapy and individual clinical supervision are an additional cost to be incurred by students.

Years 3 and 4 continue to include feedback sessions and interview and upon completion of these two final years, a Bachelor of Arts (Honours) Degree is awarded.

Whilst applications are welcome from any suitably qualified learners, applicants under the age of 25 may not have the necessary life experience to satisfactorily participate in this programme.



Career Opportunities

The BA (Hons) in Counselling and Psychotherapy is recognised by the Irish association for Counselling and Psychotherapy (IACP). Graduates can apply to become full members of IACP and work towards accreditation by this major professional body (see www.irish-counselling.ie). Upon successful completion of the programme, graduates may progress to the MA in Psychotherapy at DBS.

Garda Vetting

The National Vetting Bureau (Children and Vulnerable Persons) Acts 2012-2016 make it mandatory for people working unsupervised with children or vulnerable adults to be vetted by the Garda Síochána National Vetting Bureau. Under the Acts, anyone whose work or activity involves unsupervised access to children or vulnerable adults must be vetted. Workers include staff, volunteers and those on student placements working for a relevant organisation where they have access to children and/or vulnerable adults.

DBS will charge a fee of €25 to each student for the administration and costs of obtaining Garda clearance. This fee is payable at the commencement of the programme and is non refundable.

Colin Connolly, BA (Hons) in Counselling and Psychotherapy

DBS is a very professional college with excellent support: I am proud to say I went there. Having a 1:1 from DBS sets me apart from others and denotes a degree of success or stature within my career area.

I have learned patience, tolerance and understanding. It has helped me move up a notch in my career and become a well qualified professional. I have recently attained a new role in the National Forensic Mental Health Department at the Central Mental Hospital...my knowledge and experience have allowed me to become a contributor and valued member of the team.

BA (Hons) in Psychology (PSI accredited)

Awarding body

Quality & Qualifications Ireland (QQI)

Award Level

NFQ Level 8

Award Type

Major

Title of Award

BA (Hons) in Psychology

Duration

4 years, 2 evenings per week, with an additional half evening online in years 2 and 3

Entry Requirements

2 H5 + 4 O6/H7, to include Maths & English or another Language

If you are over 23 years of age and do not meet minimum entry requirements, you may apply as a mature student.

Application Procedure

Apply directly to dbs.ie



Course Content

LEVEL 1 (CORE MODULES)

- ▶ Psychological Foundations
- ▶ Foundations in Social Psychology
- ▶ Developmental Psychology
- ▶ Foundations of Biopsychology
- ▶ Fundamentals of Cognitive Psychology
- ▶ Academic Skills Lab
- ▶ ASSET
- ▶ Research Technique & Analysis 1
- ▶ Introduction to Psychoanalysis & the Unconscious

LEVEL 2 (CORE MODULES)

- ▶ Modelling Cognitive Systems
- ▶ Development Across the Lifespan: Adolescence and Adulthood
- ▶ Fundamentals of Biopsychology
- ▶ Social Psychology
- ▶ Experimental Psychology
- ▶ Psychology in Action – online
- ▶ Ethical Research Methods & Design
- ▶ Research Technique & Analysis 2
- ▶ Personality and Psychoanalytic Subjectivity

LEVEL 3 (CORE MODULES)

- ▶ Neuropsychopharmacology
- ▶ Internet Mediated Research – online
- ▶ Behaviour Science
- ▶ Research Project:

This module centres on studying a Psychological area of choosing for the learner through conducting an independent research project.

ELECTIVES: (CHOOSE ONE STREAM)

▶ Stream 1

Organisational Psychology
Health Psychology
Mental Health & Distress
Human Performance

▶ Stream 2

Hysteria
Sexuality 1
Sexuality 2
Psychoanalysis and Language

What is Psychology?

Psychology is one of the most exciting and interesting subjects available in third level education. It is the study of human behaviour in all its forms: normal and abnormal, natural and learned, productive and destructive. It is a modern and progressive area of study, which with a 150-year history, is currently experiencing unprecedented growth and development in Ireland and internationally. Professional psychologists work in almost every sphere of contemporary life. They contribute to the design of our classrooms and what takes place in them. They teach industry the best ways to select and motivate employees. They provide crucial insight into the background of various social problems and help develop interventions in areas such as bullying and addiction. They help coaches to train athletes, help the police to investigate crime, help managers to reduce stress in the workplace and help the health services to design effective health promotion campaigns (for example, anti-smoking and safe driving campaigns).

Aims and Objectives

The BA (Hons) Psychology is designed to provide an understanding of human thought and behaviours through the application of psychology to a wide range of areas. These areas range from the understanding of the nature and

causes of mental illness to investigating the decision making processes used by us in real life situations. Our degree is informed continually by research, both past and present, and is taught by staff who are also practitioners and researchers in various psychology fields. Uniquely the Psychology degree in DBS introduces students to the main concepts and text which the tradition of psychoanalysis offers to the field of psychology.

The objectives of the BA (Hons) Psychology degree are as follows:

1. To provide a forum of open space learning where students can develop, deepen and expand their theoretical knowledge of Psychology
2. To equip students with the knowledge and skills required allowing progression in further specialist and applied areas of psychology
3. To facilitate an understanding of the main domains of the scientific and empirical study of psychology
4. To develop a critical appreciation of the contribution psychology has made to understanding behaviour and experience
5. To allow students to engage in advanced theoretical debates relevant to the understanding of contemporary issues in society
6. To provide students with eligibility for Graduate Basis for Registration with the Psychological Society of Ireland
7. To offer the opportunity for progression to postgraduate level within the many fields of psychology and related specialisms

Programme Structure

The degree is divided into three levels. Level three has a major final year project associated with it. The duration of the degree on a part-time basis is typically four years. Normally students will attend classes two evenings per week from 6.15pm-9.30pm.

For one semester in Year 2 and 3 an additional weekly evening online class is required and included on the timetable.

In **Level 1**, students undertake introductory subjects that are designed to develop knowledge and understanding of core disciplines to provide a platform for more advanced study.

In **Level 2**, students take subjects that build on the level 1 foundation and further develop student knowledge and understanding.

In **Level 3**, students take subjects intended to develop understanding of applied areas and key subjects. Furthermore, students also undertake a research project under the guidance of a supervisor and select an elective pathway from psychology or psychoanalysis modules.

Teaching and Assessment

Throughout the course some modules are assessed by a combination of continuous assessment and end of year examinations, or by continuous assessment alone. Continuous assessment will vary in style and purpose from module to module, depending upon the nature of the subject material and the teaching and learning objectives of the module. Assessments may include essays, multiple choice questionnaire, in-class exam, oral presentation, group work, and poster presentations.

Career Opportunities

Upon successful completion of the degree, depending upon the final grade, graduates will be eligible to apply to enter postgraduate training programmes in their chosen specialisation and ultimately gain employment in their area of expertise.

These areas include:

- ▶ Psychoanalytic Psychotherapy
- ▶ Clinical Psychology
- ▶ Counselling Psychology
- ▶ Educational Psychology
- ▶ Forensic Psychology
- ▶ Work and Organisational Psychology
- ▶ Health Psychology
- ▶ Neuropsychology
- ▶ Sport (and Exercise) Psychology

Graduates from the BA (Hons) Psychology from DBS will have achieved the prerequisite psychoanalytic study to apply for the clinical training MA in Psychoanalytic Psychotherapy at DBS. Graduates from this programme can also apply to progress on to the MA in Counselling and Psychotherapy at DBS. Graduates not wishing to go on to train as a psychologist can also go on to work in areas such as teaching, research, counselling, community or youth work, assistant psychologist, classroom assistant, care worker, support worker. In addition graduates will be able to work flexibly and creatively as individuals and in groups, capable of independent thought, self-directed in their outlook, diplomatic, dedicated and determined.

PSI Accredited

The BA (Hons) in Psychology is accredited by the Psychological Society of Ireland (PSI), the professional body for psychology in Ireland. As such, it seeks to promote the science and profession of psychology in Ireland and beyond. PSI membership now stands at over 3,000 members, and includes practitioners, educators and researchers, professionals and postgraduate students, as well as undergraduate subscribers.

Business, Finance, Law and Marketing

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BA (Hons) in Accounting and Finance

Awarding body

Quality & Qualifications Ireland (QQI)

Award Level

NFQ Level 8

Award Type

Major

Title of Award

BA (Hons) in Accounting and Finance

Duration

4 Years (2 evenings a week)

Entry Requirements

2 H5 + 4 O6/H7, to include Maths & English or another Language

If you are over 23 years of age and do not meet minimum entry requirements, you may apply as a mature student.

Application Procedure

Apply directly to [dbs.ie](https://www.dbs.ie)

Content

LEVEL 1 (CORE MODULES)

- ▶ Principles of Accounting
- ▶ Economic Perspectives
- ▶ Business Context and Organisation
- ▶ IT Essentials
- ▶ Business Maths & Research Methods
- ▶ Learning to Learn
- ▶ Accounting Information Systems

LEVEL 2 (CORE MODULES)

- ▶ Business and Company Law
- ▶ Management
- ▶ Cost Accounting
- ▶ Financial Accounting
- ▶ Financial Management
- ▶ Ethics and Corporate Governance
- ▶ Advanced Economic Perspectives

LEVEL 3 (CORE MODULES)

- ▶ Performance Management
- ▶ Advanced Financial Management
- ▶ Financial Reporting
- ▶ Taxation Systems
- ▶ Audit and Assurance
- ▶ Capstone Project

Overview

Successful completion of this accounting degree gives substantial exemptions from professional accountancy examinations such as ACCA.

The BA (Hons) in Accounting & Finance degree programme is designed to prepare students for a career in the accounting and finance function in business. It features a blend of specialised accounting and finance subjects together with general business subjects. It aims to develop an awareness of the international relationships between finance and other business disciplines, to develop a critical and methodical approach to problem solving and decision making in a financial context and to develop the ability to interpret and communicate financial and other information.

Aims and Objectives

On graduation from this programme students should have the ability to:

- ▶ Display an excellent understanding of the theory and techniques used by professional accountants and financial managers.
- ▶ Practice the analytical skills, theoretical knowledge and management techniques required in a wide variety of accounting and business related careers.
- ▶ Apply financial models and techniques to business decision-making problems at both operational and strategic environment level.
- ▶ Display and use transferable skills in a variety of business contexts.
- ▶ Proceed in a highly competent manner to further postgraduate or professional studies in the areas of accounting and finance.

Programme Structure

Level 1 seven mandatory subjects provide foundation knowledge in core business and accounting areas and include employability and personal development modules which run throughout the programme.

Level 2 further develops technical knowledge in the key accounting and finance disciplines while providing an opportunity for students to augment their studies with a knowledge of the legal environment.

Level 3 at stage 3 students critically examine current practice and developments in specialist areas of accounting and finance and learn to deal with complex financial and business situations in an integrative and cross disciplinary manner.

Teaching and Assessment

Student assessment will be based on a combination of continuous assessment and end of year examinations. Continuous assessment will include essay writing, case studies, presentations, literature reviews and projects, and students will be required to work individually as well as in groups. End of year examinations are typically held in late April/early May. Level 1 subjects may also include an in-class assessment usually held in December.

Transfer Learners

Students holding a relevant Certificate, Diploma or other relevant third level qualification may qualify for entry to the second or third year of degree programmes. Transfer applications to the second or third year full-time programmes are to be made directly to the college. Students should send copies of their examination transcripts and other relevant documentation along with their application form (available from the School/College) to the Admissions Office at Dublin Business School.

Career

Graduates from this programme often use it as a fast track to professional accountancy qualifications, availing of their entitlement to exceptional exemptions from ACCA. Former students from this programme are employed worldwide in a range of business, accounting and finance positions. They work in tax, audit and general accounting firms as well as multinational blue-chip companies and small and medium-sized enterprises across a range of industry sectors. Graduates can also pursue further academic study within the Postgraduate School at DBS including the MSc International Accounting and Finance.



BA (Hons) in Business (Cloud Computing)

Awarding body

Quality & Qualifications Ireland (QQI)

Award Level

NFQ Level 8

Award Type

Major

Title of Award

BA (Hons) in Business Studies

Duration

4 Years (2 evenings per week)

Entry Requirements

2 H5 + 4 O6/H7, to include Maths & English or another Language

If you are over 23 years of age and do not meet minimum entry requirements, you may apply as a mature student.

Application Procedure

Apply directly to [dbs.ie](https://www.dbs.ie)

Content

LEVEL 1

- ▶ Maths & Statistics for Business
- ▶ Business Context and Organisation
- ▶ Marketing Essentials
- ▶ IT Essentials
- ▶ Economic Perspectives
- ▶ Learning to Learn
- ▶ Introduction to Business Finance

LEVEL 2

- ▶ Management
- ▶ Financial Management
- ▶ Business Information Systems
- ▶ Business Ethics and Research Practice
- ▶ Advanced Economic Perspectives
- ▶ Database Design and Cloud Technologies
- ▶ Cloud Marketing and Sales

LEVEL 3

- ▶ Strategic Management
- ▶ Global Business
- ▶ Human Resource Management
- ▶ Capstone Project
- ▶ Cloud Networking and Security
- ▶ Cloud Platform Development

Overview

The BA (Hons) in Business (Cloud Computing) degree programme incorporates a balanced mix of specialised business modules, geared toward students who, whilst wishing to study for a general business degree, choose to focus especially on the Cloud Computing component throughout the duration of their studies. This programme offers an exciting mix of key technology and business skills; essential for the modern cloud computing Professional. This unique combination ensures that graduates are work-ready with relevant technical skills and business knowledge.

Aims and Objectives

The overall aim of the BA (Hons) in Business (Cloud Computing) is to provide students with an integrated, balanced and flexible business education.

On completion of the programme students should be able to:

- ▶ Understand a range of business functions and the multi-disciplinary nature of business
- ▶ Apply appropriate academic theories and concepts to a range of business and management issues
- ▶ Demonstrate a range of skills required by managers
- ▶ Understand the influence of the international context of business and management
- ▶ Have an insight into the importance of Cloud Computing within organisations and to appreciate these various skills within organisations

Programme Structure

BA (Hons) Business (Cloud Computing) - Part-time

Stage 1 - Seven mandatory subjects provide foundation knowledge in core business areas and include employability and personal development modules which run throughout the programme.

Stage 2 - Student knowledge in the key business disciplines is further developed and they are introduced to databases and cloud marketing concepts that will underpin subsequent studies.

Stage 3 - At stage 3, students study Strategic Management alongside a range of clouding computing topics including Cloud Networking and Security.

Transfer Learners

Students holding a relevant certificate, ordinary degree on the NQF or other relevant qualifications may qualify for entry to the second or third year of the degree programme.

Teaching and Assessment

Student assessment will be based on a combination of continuous assessment and end of year examinations. Continuous assessment will include essay writing, case studies, presentations, literature reviews and projects, and students will be required to work individually as well as in groups. End of year examinations are typically held in late April/early May and take place during the day. Level 1 subjects may also include an in-class assessment usually held in December.

Career Opportunities

Because of the broad spectrum of subjects studied, career opportunities for business management students are numerous. The wide-ranging nature of knowledge and skills gained by business graduates makes them an attractive proposition for any prospective employer. A range of employment opportunities is possible in areas such as marketing, sales, operations, information technology, finance and general management. Alternatively, the degree provides the basis for further study at postgraduate level.

The ICT sector in Ireland is a thriving and growing industry with the top 10 global ICT companies maintaining a presence in Ireland. It is one of the country's most prevalent employers and at present over 80,000 people are employed by such companies in Ireland.



BA (Hons) in Business (General)

Awarding body

Quality & Qualifications Ireland (QQI)

Award Level

NFQ Level 8

Award Type

Major

Title of Award

BA (Hons) in Business

Duration

4 Years (2 evenings per week)

Entry Requirements

2 H5 + 4 O6/H7, to include Maths & English or another Language

If you are over 23 years of age and do not meet the minimum entry requirements, you may apply as a Mature Student

Application Procedure

Apply directly to [dbs.ie](https://www.dbs.ie)

Content

LEVEL 1 (CORE MODULES)

- ▶ Maths & Stats for Business
- ▶ Business Context and Organisation
- ▶ Marketing Essentials
- ▶ IT Essentials
- ▶ Economic Perspectives
- ▶ Learning to Learn
- ▶ Introduction to Business Finance

LEVEL 2 (CORE MODULES)

- ▶ Management
- ▶ Financial Management
- ▶ Business Information Systems
- ▶ Business Ethics and Research Practices
- ▶ Advanced Economic Perspectives

Options (Choose 2)

- ▶ Psychology
- ▶ Social Psychology
- ▶ Principles of Business Law
- ▶ Employee Relations and the Law
- ▶ Organisational Behaviour for Managers
- ▶ Selling and Sales Management
- ▶ Project Planning and Control
- ▶ Project Feasibility
- ▶ Database Design and Cloud Technologies
- ▶ Cloud Marketing and Sales
- ▶ Business Programming

LEVEL 3 (CORE MODULES)

- ▶ Strategic Management
- ▶ Global Business
- ▶ Human Resource Management
- ▶ Capstone Project

Options (Choose 2)

- ▶ Organisational Psychology
- ▶ Personality and Individual Differences
- ▶ Human Resource Development
- ▶ Contemporary Performance Management
- ▶ Corporate Law and Governance
- ▶ Advanced Business and Commercial Law
- ▶ Project Planning Techniques
- ▶ Project Management and Evaluation
- ▶ Data Management and Analytics
- ▶ Performance Management (Accounting)
- ▶ Creativity, Innovation and Entrepreneurship
- ▶ Cloud Networking and Security
- ▶ Cloud Platform Development
- ▶ Business Intelligence and Visualisation
- ▶ Business Systems Analysis

Overview

The broad philosophy of this programme is to provide students with an appropriate base of relevant business and management knowledge, to promote personal development and business career advancement.

Students have the opportunity to study many key areas and aspects of business to an appropriate depth and are encouraged to use the benefits of the programme to further their business careers.

Aims and Objectives

On completion of this programme, students should have acquired the skills to:

- ▶ Understand a range of business functions and the multi-disciplinary nature of business
- ▶ Apply appropriate academic theories and concepts to a range of business and management issues
- ▶ Demonstrate a range of skills required by managers
- ▶ Understand the influence of the international context on business and management
- ▶ Acquire practical business and management experience
- ▶ Develop their learning skills to meet the demands of future postgraduate study

During the programme, students have the opportunity to add value to both their employers and themselves on a daily basis. They can test theories, apply concepts and undertake project work focused on current business issues, which are of benefit both to their employers and to their own personal development

Programme Structure

Stage 1 – Seven mandatory subjects provide foundation knowledge in core business areas and include employability and personal development modules which run throughout the programme.

Stages 2 and 3 of the programme both feature a core of three business modules complemented by two further modules chosen by the student from a wide range of options. At these stages students may adopt an appropriate degree of specialisation in their subject mix or may tailor their studies in accordance with their personal or career preferences.

Transfer Learners

Students holding a relevant certificate, ordinary degree on the NFQ or other relevant qualifications may qualify for entry to the second or third year of the degree programme.

Teaching and Assessment

The BA (Hons) in Business is taught mainly through lectures and tutorials, with students taking responsibility for a significant amount of study outside scheduled class contact times. Assessment takes a variety of forms, including essays and reports, individual and group assignments and formal examinations. The majority of subjects are assessed through a combination of coursework and examination.

Career Opportunities

Because of the broad spectrum of subjects studied, career opportunities for business graduates are numerous. The wide-ranging nature of knowledge and skills gained by business graduates makes them an attractive proposition for any prospective employer. A range of employment opportunities is possible in areas such as marketing, sales, operations, information technology, finance and general management. Alternatively, the degree provides the basis for further study at postgraduate level.



BA (Hons) Business (Global Business)

Awarding body

Quality & Qualifications Ireland (QQI)

Award Level

NFQ Level 8

Award Type

Major

Title of Award

BA (Hons) Business (Global Business)

Duration

4 Years (2 evenings per week)

Application Procedure

Apply directly to [dbs.ie](https://www.dbs.ie)

Content

LEVEL 1

- ▶ Maths and Stats for Business
- ▶ Business Context and Organisation
- ▶ Marketing Essentials
- ▶ IT Essentials
- ▶ Economic Perspectives
- ▶ Learning to Learn
- ▶ Introduction to Business Finance

LEVEL 2

- ▶ Management
- ▶ Financial Management
- ▶ Business Information Systems
- ▶ Business Ethics and Research Practice
- ▶ Advanced Economic Perspectives
- ▶ Politics in the Modern World
- ▶ Global Finance
- ▶ Intercultural Management

LEVEL 3

- ▶ Strategic Management
- ▶ Global Business
- ▶ Human Resource Management
- ▶ Environment and Society
- ▶ Global Issues
- ▶ International Marketing
- ▶ Capstone Project

Overview

The BA (Hons) in Business (NFQ Level 8, 180 ECTS) is a three year full-time or four-year part-time programme that aims to provide learners with the fundamental skills of business and create, in the learner, a diversity of cross-enterprise skills necessary in today's competitive and evolving market. Learners will also acquire insight into sub-fields of business and increase their knowledge and skills in the specialised areas of Management, Project Management, Human Resource

Management, Information Systems, Cloud Computing, Psychology, Global Business, or Law, depending on the electives they choose. In this way, the programme aims to provide an integrated, balanced and dynamic business education that enables the learner to develop the theoretical knowledge and practical skills they need to critically analyse, evaluate and implement strategic solutions for business opportunities and challenges in a diverse and dynamic field.

The Global Business elective provides a focus on global business. This pathway has been designed with the specific intention of equipping graduates for a career in today's increasingly global and culturally diverse business environment. In today's global economy, it is essential for employees to be culturally agile. The best team players and leaders will possess the ability to accurately assess the cultural environment in which they operate in order to manage themselves and their teams appropriately. As businesses around the world have become increasingly interconnected, graduates are required to possess a global perspective in order to thrive. The global business elective aims to produce graduates who understand that globalisation has resulted in an increased interconnectedness of businesses, people, cultures, marketing economics, politics and sustainability and about sharing that information across countries and continents.

Aims and objectives

The programme's specific objectives are as follows:

1. Provide learners with a strong base of contemporary business knowledge through theory, concepts and methods constituting an in-depth academic grounding in the core disciplines and skills, and related areas, required for a career in general business.

2. Imbue learners with appropriate expertise in the major aspects of the essential business disciplines and an awareness of the means by which the frontiers of the disciplines can be expanded and new knowledge appraised.
3. Develop in learners a methodical and rational approach to business problem solving and decision making, with the capability to apply acquired knowledge and skills to practical business situations.
4. Develop in learners a range of intellectual skills, encompassing reasoning and evaluative skills and communication skills that develop as fully as possible their interpersonal abilities.
5. Develop learner capacity to organise information, argue, negotiate and defend conclusions and to present them in a clear and coherent fashion.
6. Encourage learners to deal with knowledge in a critical and analytical way, with the capacity and confidence to evaluate ideas and opinions underpinned by qualitative and quantitative research findings.
7. Provide learners with the opportunity to also specialise in a sub-field of business learning and to increase their knowledge and skills in this specialised area of Management, Project Management, Human Resource Management, Information Systems, Cloud Computing, Psychology, Global Business or Law. This specialism is in addition to the objectives outlined previously.

Programme Structure

Stage 1 – Stage 1 will provide learners with knowledge of relevant disciplines such as management and organisation, marketing essentials and an introduction to Business Finance, Information Technology and Economics. Learners will also learn skills relevant to professional practice such as business frameworks, context, etc.

Stage 2 – Stage 2 will build on the knowledge developed at Stage 1 in advanced economics perspectives, financial management, business ethics, business information systems, social psychology, project planning and control, innovation and selling and sales management, programming for business and database design and cloud technologies. In addition, learners will gain an understanding of principles of professional practice, specifically through politics in the modern world, global finance, and intercultural management.

Stage 3 – Stage 3 will complete learners' instruction in global business, strategic management, human resource management and development, organisational psychology, performance management, creativity, innovation and entrepreneurship, corporate law and governance, and business systems analysis and business intelligence and visualisation, cloud networking, security and cloud platform development, environment and society, global issues, and international marketing. Learners will complete their award stage with a capstone project.

Transfer Learners

Students holding a relevant certificate, ordinary degree on the NFQ or other relevant qualifications may qualify for entry to the second or third year of the degree programme.

Teaching and Assessment

DBS is committed to providing a flexible, active, peer-led, experiential and reflective learning environment for learners. As a result, throughout this programme, learners will experience a varied range of teaching and learning strategies, which have been selectively chosen and based on module content and suitability to assessment. While modules will be delivered through a mix of workshops, practical sessions, tutorials and lectures, teaching and

learning will focus on the learner applying problem-solving skills and undertaking critical reflection and critique of case studies. The material will be presented during lectures and workshops with supporting material available via Moodle, DBS's virtual learning environment. Learning, teaching and assessment for this programme, therefore, encourages learners to develop critical thinking, creative problem solving and analytical and evaluative skills relating to real-world scenarios.

Career Opportunities

The proposed programme looks at the use of strategy and business acumen so that regardless of the industry or sector the programme offers valuable knowledge, theory and practical applications to enable the graduates to apply their new knowledge in context and for the improvement of the organisation. This programme is, therefore, designed for managers, business innovators and leaders or those who aspire to enter these roles.

In a market-driven economy where competitive advantage is key, it is intended that graduates of this programme will meet the needs of organisations that wish to remain competitive through the strategic management and analysis of strategic decision making within a variety of business functions such as Marketing, ICT and Business Finance. Some examples of potential roles for graduates are:

- ▶ Sales Executive
- ▶ Business Consultant

Graduates of this programme may also want to pursue further studies to specialise in a particular area such as Human Resources or Accounting.

BA (Hons) in Business (HRM)

Awarding body

Quality & Qualifications Ireland (QQI)

Award Level

NFQ Level 8

Award Type

Major

Title of Award

BA (Hons) in Business Studies

Duration

4 Years (2 evenings per week)

Entry Requirements

2 H5 + 4 O6/H7, to include Maths & English or another Language

If you are over 23 years of age and do not meet the minimum entry requirements, you may apply as a Mature Student

Application Procedure

Apply directly to [dbs.ie](https://www.dbs.ie)

Content

The BA (Hons) in Business and HRM programme has the following content and is typically completed over 4 years part-time.

LEVEL 1

- ▶ Maths & Stats for Business
- ▶ Business Context and Organisation
- ▶ Marketing Essentials
- ▶ IT Essentials
- ▶ Economic Perspectives
- ▶ Learning to Learn
- ▶ Introduction to Business Finance

LEVEL 2

- ▶ Management
- ▶ Financial Management
- ▶ Business Information Systems
- ▶ Business Ethics and Research Practice
- ▶ Advanced Economic Perspectives
- ▶ Employee Relations and the Law
- ▶ Organisational Behaviour for Managers

LEVEL 3

- ▶ Strategic Management
- ▶ Global Business
- ▶ Human Resource Management
- ▶ Human Resource Development
- ▶ Contemporary Performance Management
- ▶ Capstone Project

Overview

The BA (Hons) in Business (HRM) degree programme incorporates a balanced mix of specialised business modules, geared toward students who, whilst wishing to study for a general business degree, choose to focus especially on the Human Resource Management (HRM) component throughout the duration of their studies.

Aims and Objectives

The overall aim of the BA (Hons) in Business (HRM) is to provide students with an integrated, balanced and flexible business education.

On completion of the programme students should be able to:

- ▶ Understand a range of business functions and the multi-disciplinary nature of business
- ▶ Apply appropriate academic theories and concepts to a range of business and management issues
- ▶ Demonstrate a range of skills required by managers
- ▶ Understand the influence of the international context of business and management
- ▶ Have an insight into the importance of the human resource management function within organisations and to appreciate the various critical issues facing human resource management within organisations
- ▶ Develop a human resource perspective with respect to the management of people in organisations.

Programme Structure

Stage 1 – Seven mandatory subjects provide foundation knowledge in core business areas and include employability and personal development modules which run throughout the programme.

Stage 2 – Student knowledge in the key business disciplines is further developed and they are introduced to behavioural and legal aspects of work that will underpin subsequent studies.

Stage 3 – At stage 3, students study Strategic Management alongside a range of specialist human resources topics including performance management and development.

Transfer Learners

Students holding a relevant certificate, ordinary degree on the NQF or other relevant qualifications may qualify for entry to the second or third year of the degree programme.

Teaching and Assessment

Student Assessment will be based on a combination of continuous assessment and end of year examinations. Continuous assessment will include essay writing, case studies, presentations, literature reviews and projects. Students will be required to work individually as well as in groups. End of year examinations are typically held in late April/early May. Level 1 subjects may also include an in-class assessment usually held in December.

Career Opportunities

The world of business now offers many career opportunities to a graduate specialising in human resource management. The programme is primarily for students who wish to follow such a career, either in general human resource management, or in more specialised fields such as industrial relations or training and development. It is also ideal for those who may favour working for a trade union or in the field of equal opportunities. Alternatively, the degree provides the basis for further study at postgraduate level.



BA (Hons) in Business (Information Systems)

Awarding body

Quality & Qualifications Ireland (QQI)

Award Level

NFQ Level 8

Award Type

Major

Title of Award

BA (Hons) in Business Studies

Duration

4 Years (2 evenings per week)

Entry Requirements

2 H5 + 4 O6/H7, to include Maths & English or another Language

If you are over 23 years of age and do not meet minimum entry requirements, you may apply as a mature student.

Application Procedure

Apply directly to [dbs.ie](https://www.dbs.ie)

Content

LEVEL 1

- ▶ Maths & Stats for Business
- ▶ Business Context and Organisation
- ▶ Marketing Essentials
- ▶ IT Essentials
- ▶ Economic Perspectives
- ▶ Learning to Learn
- ▶ Introduction to Business Finance

LEVEL 2

- ▶ Management
- ▶ Financial Management
- ▶ Business Information Systems
- ▶ Business Ethics and Research Practices
- ▶ Advanced Economic Perspectives
- ▶ Database Design and Cloud Technologies
- ▶ Business Programming

LEVEL 3

- ▶ Strategic Management
- ▶ Global Business
- ▶ Human Resource Management
- ▶ Capstone Project
- ▶ Business Intelligence and Visualisation
- ▶ Business Systems Analysis

Overview

The BA (Hons) in Business (Information Systems) degree programme incorporates a balanced mix of specialised business modules, geared toward students who, whilst wishing to study for a general business degree, choose to focus especially on the Information System component throughout the duration of their studies. This programme offers an exciting mix of key technology and business skills; essential for the modern IS Professional. This unique combination ensures that graduates are work-ready with relevant technical skills and business knowledge.

Aims and Objectives

The overall aim of the BA (Hons) in Business (Information Systems) is to provide students with an integrated, balanced and flexible business education.

On completion of the programme students should be able to:

- ▶ Understand a range of business functions and the multi-disciplinary nature of business
- ▶ Apply appropriate academic theories and concepts to a range of business and management issues
- ▶ Demonstrate a range of skills required by managers
- ▶ Understand the influence of the international context of business and management
- ▶ Have an insight into the importance of the Information Systems within organisations and to appreciate these various skills within organisations

Programme Structure

Stage 1 – Seven mandatory subjects provide foundation knowledge in core business areas and include employability and personal development modules which run throughout the programme.

Stage 2 – Student knowledge in the key business disciplines is further developed and they are introduced to databases and programming concepts that will underpin subsequent studies.

Stage 3 – At stage 3, students study Strategic Management alongside a range of IS topics including Business Intelligence and Visualisation.

Transfer Learners

Students holding a relevant certificate, ordinary degree on the NFQ or other relevant qualifications may qualify for entry to the second or third year of the degree programme.

Teaching and Assessment

Student assessment will be based on a combination of continuous assessment and end of year examinations. Continuous assessment will include essay writing, case studies, presentations, literature reviews and projects, and students will be required to work individually as well as in groups. End of year examinations are typically held in late April/early May. Level 1 subjects may also include an in-class assessment usually held in December.

Career Opportunities

Because of the broad spectrum of subjects studied, career opportunities for business management students are numerous. The wide-ranging nature of knowledge and skills gained by business graduates makes them an attractive proposition for any prospective employer. A range of employment opportunities is possible in areas such as marketing, sales, operations, information technology, finance and general management. Alternatively, the degree provides the basis for further study at postgraduate level.

The ICT sector in Ireland is a thriving and growing industry with the top 10 global ICT companies maintaining a presence in Ireland. It is one of the country's most prevalent employers and at present over 80,000 people are employed by such companies in Ireland.



BA (Hons) in Business (Law)

Awarding body

Quality & Qualifications Ireland (QQI)

Award Level

NFQ Level 8

Award Type

Major

Title of Award

BA (Hons) in Business Studies

Duration

4 Years (2 evenings per week)

Entry Requirements

2 H5 + 4 O6/H7, to include Maths & English or another Language

If you are over 23 years of age and do not meet minimum entry requirements, you may apply as a mature student.

Application Procedure

Apply directly to [dbs.ie](https://www.dbs.ie)

Content

LEVEL 1

- ▶ Maths & Stats for Business
- ▶ Business Context and Organisation
- ▶ Marketing Essentials
- ▶ IT Essentials
- ▶ Economic Perspectives
- ▶ Learning to Learn
- ▶ Introduction to Business Finance

LEVEL 2

- ▶ Management
- ▶ Financial Management
- ▶ Business Information Systems
- ▶ Business Ethics and Research Practices
- ▶ Advanced Economic Perspectives
- ▶ Principles of Business Law
- ▶ Employee Relations and the Law

LEVEL 3

- ▶ Strategic Management
- ▶ Global Business
- ▶ Human Resource Management
- ▶ Capstone Project
- ▶ Corporate Law and Governance
- ▶ Advanced Business and Commercial Law

Overview

The BA (Hons) in Business (Law) degree programme incorporates a balanced mix of specialised business modules, geared toward students who, whilst wishing to study for a general business degree, choose to focus especially on the legal component throughout the duration of their studies

This course is designed for students intending to pursue a business career in areas where a detailed knowledge of law is useful.

Aims and Objectives

The overall aim of the BA (Hons) Business with Law is to provide students with an integrated, balanced and flexible business education and to enable them to develop the business, legal and personal skills required to establish them in their subsequent careers.

- ▶ To provide students with knowledge and understanding of the fundamentals of business and the principles of subjects relating to many aspects of the business
- ▶ To develop and nurture in students, a methodical approach to analysis, problem solving and decision making.
- ▶ To provide opportunities for personal development
- ▶ To develop students' learning skills to meet the demands of postgraduate studies

On completion of this programme students should have acquired the skills to:

- ▶ Demonstrate a foundation in the core areas of law that affect the functioning of a commercial environment
- ▶ Demonstrate a clear understanding of the application and impact of the legal concepts that affect management and operational decisions from a national and EU perspective
- ▶ Understand a range of business functions and the multi-disciplinary nature of business
- ▶ Apply appropriate academic theories and concepts to a range of business and management issues
- ▶ Demonstrate a range of skills required by managers
- ▶ Understand the influence of the international context on legal decisions

Programme Structure

Stage 1 – Seven mandatory subjects provide foundation knowledge in core business areas and include employability and personal development modules which run throughout the programme.

Stage 2 – Further develops student knowledge in business. Students are also introduced to the principles of business and employee law.

Stage 3 – At stage 3, the business focus is on strategic management, global business and human resource management while further specialist legal knowledge is developed in areas such as commercial law and corporate law and governance. .

Transfer Learners

Students holding a relevant certificate, ordinary degree on the NFQ or other relevant qualifications may qualify for entry to the second or third year of the degree programme.

Teaching and Assessment

Student Assessment will be based on a combination of continuous assessment and end of year examinations. Continuous assessment will include essay writing, case studies, presentations, literature reviews and projects. Students will be required to work individually as well as in groups. End of year examinations are typically held in late April/early May. Level 1 subjects may also include an in-class assessment usually held in December

Career Opportunities

The structure and content of this degree and stream enables students to progress to a career where a sound knowledge of relevant law is a definite asset. For example, many large organisations have legal departments, where comprehensive business knowledge augmented by a solid foundation in legal principles is required. Graduates from this programme will also be well placed to pursue a business career in areas where legal knowledge is highly relevant – for example, human resource management, finance, purchasing, compliance and contracts.



BA (Hons) in Business (Management)

Awarding body

Quality & Qualifications Ireland (QQI)

Award Level

NFQ Level 8

Award Type

Major

Title of Award

BA (Hons) in Business Studies

Duration

4 Years (2 evenings per week)

Entry Requirements

2 H5 + 4 O6/H7, to include Maths & English or another Language

If you are over 23 years of age and do not meet minimum entry requirements, you may apply as a mature student.

Application Procedure

Apply directly to [dbs.ie](https://www.dbs.ie)

Content

LEVEL 1

- ▶ Maths & Stats for Business
- ▶ Business Context and Organisation
- ▶ Marketing Essentials
- ▶ IT Essentials
- ▶ Economic Perspectives
- ▶ Learning to Learn
- ▶ Introduction to Business Finance

LEVEL 2

- ▶ Management
- ▶ Financial Management
- ▶ Business Information Systems
- ▶ Business Ethics and Research Practices
- ▶ Advanced Economic Perspectives
- ▶ Selling and Sales Management
- ▶ Project Feasibility

LEVEL 3

- ▶ Strategic Management
- ▶ Global Business
- ▶ Human Resource Management
- ▶ Capstone Project
- ▶ Data Management and Analytics
- ▶ Creativity, Innovation and Entrepreneurship

Overview

The BA (Hons) in Business (Management) degree programme has been designed to provide a broad foundation in business management and in the main functional areas of management. Students are equipped with a wide range of knowledge and skills necessary for a successful career in business.

Aims and Objectives

The overall aim of the BA (Hons) in Business (Project Management) is to provide students with an integrated, balanced and flexible business education. On completion of the programme students should be able to:

- ▶ Demonstrate a strong knowledge and understanding of the fundamentals of the many aspects of business and management
- ▶ Display a methodical approach to analysis, problem-solving and decision making
- ▶ Display a practical competence and skills in business and business functions
- ▶ Proceed in a highly competent manner to postgraduate study.

Programme Structure

Stage 1 – Seven mandatory subjects provide foundation knowledge in core business areas and disciplines and include employability and personal development modules which run throughout the programme.

Stage 2 – Seven core subjects further develop student knowledge and understanding of the key business disciplines and include modules in finance, sales and entrepreneurship.

Stage 3 – The core focus at stage 3 is on Strategic Management and Global Business with other business functions including Human Resource Management, Services Management and Data Management.

Transfer Learners

Students holding a relevant certificate, ordinary degree on the NFQ or other relevant qualifications may qualify for entry to the second or third year of the degree programme.

Teaching and Assessment

Student assessment will be based on a combination of continuous assessment and end of year examinations. Continuous assessment will include essay writing, case studies, presentations, literature reviews and projects, and students will be required to work individually as well as in groups. End of year examinations are typically held in late April/early May. Level 1 subjects may also include an in-class assessment usually held in December.

Career Opportunities

Because of the broad spectrum of subjects studied, career opportunities for business management students are numerous. The wide-ranging nature of knowledge and skills gained by business graduates makes them an attractive proposition for any prospective employer. A range of employment opportunities is possible in areas such as marketing, sales, operations, information technology, finance and general management. Alternatively, the degree provides the basis for further study at postgraduate level.



BA (Hons) in Business (Project Management)

Awarding body

Quality & Qualifications Ireland (QQI)

Award Level

NFQ Level 8

Award Type

Major

Title of Award

BA (Hons) in Business Studies

Duration

4 Years

Entry Requirements

2 H5 + 4 O6/H7, to include Maths & English or another Language

If you are over 23 years of age and do not meet minimum entry requirements, you may apply as a mature student.

Application Procedure

Apply directly to [dbs.ie](https://www.dbs.ie)

Content

LEVEL 1

- ▶ Maths & Stats for Business
- ▶ Business Context and Organisation
- ▶ Marketing Essentials
- ▶ IT Essentials
- ▶ Economic Perspectives
- ▶ Learning to Learn
- ▶ Introduction to Business Finance

LEVEL 2

- ▶ Management
- ▶ Financial Management
- ▶ Business Information Systems
- ▶ Business Ethics and Research Practices
- ▶ Advanced Economic Perspectives
- ▶ Project Planning and Control
- ▶ Project Feasibility

LEVEL 3

- ▶ Strategic Management
- ▶ Global Business
- ▶ Human Resource Management
- ▶ Capstone Project
- ▶ Project Planning Techniques
- ▶ Project Management and Evaluation
- ▶ Capstone Project

Overview

The BA (Hons) in Business (Project Management) degree programme incorporates a balanced mix of specialised business management modules, aimed at students who, whilst wishing to study for a general business management degree, choose to focus especially on project management throughout the duration of their studies. The programme deals comprehensively with modern business management concepts whilst exploring the social, organisational, behavioural, and systems issues of project management and the provision of a framework for

managing projects. Upon completion of this programme, students will be in a position to undertake postgraduate study within either the general business or more specific project management arena.

Aims and Objectives

The overall aim of the BA (Hons) in Business (Project Management) is to provide students with an integrated, balanced and flexible business education. On completion of the programme students should be able to:

1. Understand a range of business functions and the multi-disciplinary nature of business
2. Apply appropriate academic theories and concepts to a range of business and management issues
3. Demonstrate a range of skills required by managers
4. Understand the influence of the international context of business and management
5. Evaluate the importance of effective management of the project life cycle
6. Analyse methods, tools and techniques for planning, monitoring and controlling projects and for managing risk
7. Analyse the skills and competencies required of the project manager and project team.

Programme Structure

Stage 1 - The foundation stage provides knowledge in the primary business disciplines, as well as developing the broad cognitive skills of students. It also includes employability and personal development modules which run throughout the programme.

Stage 2 - Builds on the foundation year by providing a blend of more advanced and specialised business and management modules to develop student knowledge, competence and skills in business and project management. These will provide students with the necessary underpinning for stage 3 specialisms.

Stage 3 - Modules at stage 3 further advance student knowledge in business and project management areas and seeks to further develop an insight into

the importance of project management within organisations and an appreciation of the various critical issues and complexities facing project managers.

Transfer Learners

Students holding a relevant certificate, ordinary degree on the NFQ or other relevant qualifications may qualify for entry to the second or third year of the degree programme.

Teaching and Assessment

Student assessment will be based on a combination of continuous assessment and end of year examinations. Continuous assessment will include essay writing, case studies, presentations, literature reviews and projects, and students will be required to work individually as well as in groups.

End of year examinations are typically held in late April/early May. Level 1 subjects may also include an in-class assessment usually held in December.

Career Opportunities

Upon completion of this programme, students will be in a position to undertake postgraduate study within either the general business or more specific Project Management arena. Project Management provides excellent career prospects as the role of a project manager is now viewed as a vital tool for business success. Project Managers typically work in areas such as IT, Education, Marketing, Event Management, Human Resource Management, Manufacturing, Engineering & Logistics.



BA (Hons) in Business (with Streams)

Level 1 Modules	Business Context & Organisation	Economic Perspectives	IT Essentials	Maths & Stats for Business	Marketing Essentials	Learning to Learn	Introduction to Business Finance
Core Modules							

Level 2 Modules	Management	Financial Management	Business Information Systems	Business Ethics and Research Practice	Advanced Economic Perspectives	Psychology	Social Psychology	OB for Managers	Employee Relations and the Law	Principles of Business Law	Project Planning & Control	Project Feasibility	Selling and Sales Management	Cloud Marketing and Sales	Database Design and Cloud Technologies	Business Programming
BA (Hons) Business (General)																
<i>Chose two modules:</i>																
Stream - Psychology																
Stream - HRM																
Stream - Law																
Stream - Project Management																
Stream - Management																
Stream - Cloud																
Stream - IS																

Level 3 Modules	Capstone Project	Strategic Management	Global Business	HRM	Organisational Psychology	Personality Individual Differences	HR Development	Contemporary Performance Management	Corporate Law and Governance	Advanced Business and Commercial Law	Project Planning Techniques	Project Management & Evaluation	Creativity, Innovation and Entrepreneurship	Data Management & Analytics	Performance Management (Accounting)	Services Marketing	Cloud Networking & Security	Cloud Platform Development	Business Intelligence and Visualisation	Business Systems Analysis
BA (Hons) Business (General)																				
<i>Chose two modules:</i>																				
Stream - Psychology																				
Stream - HRM																				
Stream - Law																				
Stream - Project Management																				
Stream - Management																				
Stream - Cloud																				
Stream - IS																				

	Core/Mandatory modules for all learners on parent and all streams of BA (Hons) in Business
	Electives for learners in the BA (Hons) Business parent programme (at each Level) Learners choose two modules
	Mandatory Modules for learners on BA (Hons) in Business (Psychology) stream
	Mandatory Modules for learners on BA (Hons) in Business (HRM) stream
	Mandatory Modules for learners on BA (Hons) in Business (Law) stream
	Mandatory Modules for learners in BA (Hons) in Business (Project Management) stream
	Mandatory Modules for learners on BA (Hons) in Business (Management) stream
	Mandatory Modules for learners on BA (Hons) in Business (Cloud) stream
	Mandatory Modules for learners on BA (Hons) in Business (IS) stream

BA (Hons) in Business (Psychology)

Awarding body

Quality & Qualifications Ireland (QQI)

Award Level

NFQ Level 8

Award Type

Major

Title of Award

BA (Hons) in Business Studies

Duration

4 Years (2 evenings per week)

Entry Requirements

2 H5 + 4 O6/H7, to include Maths & English or another Language

If you are over 23 years of age and do not meet minimum entry requirements, you may apply as a mature student.

Application Procedure

Apply directly to [dbs.ie](https://www.dbs.ie)

Content

LEVEL 1

- ▶ Maths & Stats for Business
- ▶ Business Context and Organisation
- ▶ Marketing Essentials
- ▶ IT Essentials
- ▶ Economic Perspectives
- ▶ Learning to Learn
- ▶ Introduction to Business Finance

LEVEL 2

- ▶ Management
- ▶ Financial Management
- ▶ Business Information Systems
- ▶ Business Ethics and Research Practices
- ▶ Advanced Economic Perspectives
- ▶ Psychology
- ▶ Social Psychology

LEVEL 3

- ▶ Strategic Management
- ▶ Global Business
- ▶ Human Resource Management
- ▶ Capstone Project
- ▶ Organisational Psychology
- ▶ Personality and Individual Differences

Overview

The broad philosophy of this programme is to provide students with an appropriate base of relevant business and management knowledge, with particular emphasis on the development of a firm understanding of the core issues addressed by psychology in business. Students have the opportunity to study the key aspects of business complemented by specific insight into the psychological aspects of work and organisational behaviour.

Aims and Objectives

On completion of this programme, students should have acquired the skills to:

- ▶ To understand a range of business functions and the multi-disciplinary nature of business
- ▶ To apply appropriate academic theories and concepts to a range of business and management issues
- ▶ To develop an understanding of the complexity of human behaviour
- ▶ To understand the role of psychology in organisational functioning
- ▶ To demonstrate a range of skills required by managers
- ▶ To demonstrate the relationship between psychology and business

During the course students have the opportunity to add value to both their employers and themselves on a daily basis. They can test theories, apply concepts and undertake practical project work focused on live business issues, which can be of benefit to their employers and to their own personal development.

Programme Structure

Level 1 – Seven mandatory subjects provide foundation knowledge in core business areas and include employability and personal development modules which run throughout the programme.

Level 2 – Business subjects are further developed at this level and students are also introduced to psychology. Particular emphasis is placed on the role of society in understanding the psychology of the person in terms of perception, attitudes and culture.

Level 3 – at Level 3 the business focus is on Strategic Management, Global Business and Human Resource Management while the psychology component includes: Personality and Individual Differences/Organisational Psychology.

Transfer Learners

Students holding a relevant certificate, ordinary degree on the NFQ or other relevant qualifications may qualify for entry to the second or third year of the degree programme.

Teaching and Assessment

Student assessment will be based on a combination of continuous assessment and end of year examinations. Continuous assessment will include essay writing, case studies, presentations, literature reviews and projects, and students will be required to work individually as well as in groups. End of year examinations are typically held in late April/early May. Level 1 subjects may also include an in-class assessment usually held in December

Career Opportunities

Because of the broad spectrum of subjects studied, career opportunities for business studies students are numerous. The wide-ranging nature of knowledge and skills gained by business and psychology graduates makes them an attractive proposition for any prospective employer. Graduates have the opportunity to add value for both for both employers and themselves on a daily basis. Graduates can test theories, apply concepts and undertake practical project work. Graduating students wishing to pursue further qualifications can proceed to postgraduate programmes up to Masters level or to programmes leading to professional qualifications.



BA (Hons) in Financial Services

Awarding body

Quality & Qualifications Ireland (QQI)

Award Level

NFQ Level 8

Award Type

Major

Title of Award

BA (Hons) in Financial Services

Duration

4 Years (2 evenings a week)

Entry Requirements

2 H5 + 4 O6/H7, to include Maths & English or another Language

If you are over 23 years of age and do not meet minimum entry requirements, you may apply as a mature student.

Application Procedure

Apply directly to [dbs.ie](https://www.dbs.ie)

Content

LEVEL 1 (CORE MODULES)

- ▶ Principles of Accounting
- ▶ Economic Perspectives
- ▶ Business Context and Organisation
- ▶ IT Essentials
- ▶ Business Maths and Research Methods
- ▶ Learning to Learn
- ▶ Introduction to International Capital Markets

LEVEL 2 (CORE MODULES)

- ▶ International Financial Markets & Services
- ▶ Financial Management
- ▶ International Financial Services Regulation
- ▶ Data Governance & Cybersecurity
- ▶ Management
- ▶ Ethics & Corporate Governance
- ▶ Advanced Economic Perspectives

LEVEL 3 (CORE MODULES)

- ▶ Treasury & Risk Management
- ▶ Financial Structured Products
- ▶ International Asset Management
- ▶ Innovation in International Financial Services
- ▶ Data Analytics for Finance
- ▶ Capstone Project

Overview

The philosophy of this degree is to develop and foster a deep understanding of financial markets and the financial services industry. The course provides students with a solid grounding in key financial disciplines while affording students the opportunity to equip themselves with the range of knowledge and skills needed to commence a meaningful career in the financial services industry.

Aims and Objectives

The objectives of the programme are to provide students with an understanding of monetary systems from a practical institutional viewpoint, the nature of financial intermediation markets, the nature of money supply and policy issues relating to its control and the inter-relationship between fiscal and monetary policy.

On completion of this programme students should have acquired the skills to:

1. Demonstrate in-depth knowledge of the mechanisms and operations of financial markets
2. Practice the research and analytical techniques required in a wide variety of careers in financial services
3. Display an understanding of regulatory issues in a financial services environment
4. Apply financial and non-financial models and techniques to business decision making problems at both operational and strategic levels
5. Have an awareness of the challenges and contemporary issues which are emerging in the world of financial services
6. Proceed in a highly competent manner to employment or further postgraduate studies in the area of financial services.

Programme Structure

Programme comprises three stages. Students typically take four modules per year (two evenings per week) and the degree takes on average four years to complete.

Level 1 – Seven mandatory subjects provide foundation knowledge in core business and accounting areas and include employability and personal development modules which run throughout the programme.

Stage 2 – Student knowledge in the key business disciplines is further developed and they are introduced to specialist requirements within the financial services industry such as financial management and the regulatory practices of financial institutions.

Stage 3 – Business knowledge is developed to the strategic level and the specialist technical knowledge is developed to the strategic level and the specialist technical knowledge required in financial services is developed in areas such as treasury and risk management and investor relations and wealth management.

Transfer Learners

Students holding a relevant certificate, ordinary degree or other relevant qualifications may qualify for entry to the second or third year of the degree programme.

Teaching and Assessment

Student assessment will be based on a combination of continuous assessment and end of year examinations. Continuous assessment will include essay writing, case studies, presentations, literature reviews and projects, and students will be required to work individually as well as in groups. End of year examinations are typically held in late April/early May. Level 1 subjects may also include an in-class assessment usually held in December.

Career Opportunities

A Financial Services degree is obviously targeting employment in the financial services sector. It is an ideal degree for students who wish to pursue careers in such areas as banking, insurance, stock broking and financial consulting.

Persons employed in the financial services sector engage in a variety of finance related activities such as giving financial advice, managing investment portfolios for individuals and companies, and approving loans.

This degree will equip students for many different careers in the rapidly developing financial services industry, enabling them to compete for employment in high profile areas such as funds management, stock market analysis and corporate lending.

Graduates can also pursue further academic study within the Postgraduate School at DBS including the MSc International Accounting and Finance.



BA (Hons) in Marketing (Digital Media)

Awarding body

Quality & Qualifications Ireland (QQI)

Award Level

NFQ Level 8

Award Type

Major

Title of Award

BA (Hons) in Marketing

Duration

4 Years (2 evenings per week)

Entry Requirements

2 H5 + 4 O6/H7, to include Maths & English or another Language

If you are over 23 years of age and do not meet minimum entry requirements, you may apply as a mature student.

Application Procedure

Apply directly to [dbs.ie](https://www.dbs.ie)

Content

LEVEL 1

- ▶ Economic Perspectives
- ▶ IT Essentials
- ▶ Digital Content Creation
- ▶ Marketing Essentials
- ▶ Business Context & Organisation
- ▶ Maths & Stats for Business
- ▶ Learning to Learn

LEVEL 2

- ▶ Marketing Communications
- ▶ Selling and Sales Management
- ▶ Marketing Research
- ▶ Digital Marketing Concepts
- ▶ Advanced Economic Perspectives
- ▶ Digital Marketing Planning & Management
- ▶ Web Design and Client-Side Development

LEVEL 3

- ▶ Consumer Behaviour
- ▶ Strategic Marketing
- ▶ Services Marketing
- ▶ Capstone Project
- ▶ International Marketing
- ▶ Creativity, Innovation & Entrepreneurship

Overview

The BA (Hons) in Marketing (Digital Media) has been developed in close discussion with practitioners from the communications and marketing industry. This degree is ideal for those interested in building a career in marketing and communications within a technological skill base. It provides students with an opportunity to develop marketing skills, whilst also allowing them to develop digital media skills in an ever changing business environment.

Aims & Objectives

On completion of this programme, students should have:

- ▶ Gained a strong understanding of marketing concepts and issues
- ▶ The ability to evaluate the components of marketing with digital media and competently integrate ideas and theories
- ▶ The communication and management skills required to successfully work within digital media projects & have gained the ability to function effectively as an individual and in project teams
- ▶ An appreciation of the rapidly evolving marketing with digital media industry by developing their life-long learning skills
- ▶ An understanding of the changing face of marketing and digital media, in relation to the use and development of technology, and its impact amongst organisations and on society.

Structure

Stage 1 – A thorough understanding of the key business and marketing functions is complimented with an introduction to IT essentials. It also includes employability and personal development modules which run through the programme.

Stage 2 – Student knowledge in Marketing is further developed while students commence their study of two specialised digital modules (Digital Marketing Concepts and Digital Planning and Management).

Stage 3 – At stage 3 students focus on seven modules including Strategic Management, Marketing Research and Consumer Analysis. Amongst these modules, students will also gain knowledge and competence in two specialised digital modules (Implementing Digital Media and Website Marketing Design and Development).

Teaching and Assessment

Student assessment will be based on a combination of continuous assessment and end of year examinations. Continuous assessment will include essay writing, case studies, presentations, literature reviews and projects, and students will be required to work individually as well as in groups. End of year examinations are typically held in late April/early May. Year 1 subjects may also include an in-class assessment usually held in December.

Career Opportunities

Graduates from this stream will have strong business knowledge and competence in marketing with digital media. They can expect to have a wide range of opportunities and should find suitable employment in the broad field of marketing focusing on specialised skills and competencies of digital media including Marketing with Digital Media roles, Brand Marketing with Digital Media, Advertising & Public Relations through Digital Media and Digital Media Consultancy.



BA (Hons) in Marketing (Digital Media and Cloud Computing)

Awarding body

Quality & Qualifications Ireland (QQI)

Award Level

NFQ Level 8

Award Type

Major

Title of Award

BA (Hons) in Marketing

Duration

4 Years (2 evenings per week)

Entry Requirements

2 H5 + 4 O6/H7, to include Maths & English or another Language

If you are over 23 years of age and do not meet minimum entry requirements, you may apply as a mature student.

Application Procedure

Apply directly to [dbs.ie](https://www.dbs.ie)

Content

LEVEL 1

- ▶ Economic Perspectives
- ▶ IT Essentials
- ▶ Digital Content Creation
- ▶ Marketing Essentials
- ▶ Business Context & Organisation
- ▶ Maths & Stats for Business
- ▶ Learning to Learn

LEVEL 2

- ▶ Marketing Communications
- ▶ Selling and Sales Management
- ▶ Marketing Research
- ▶ Digital Marketing Concepts
- ▶ Advanced Economic Perspectives
- ▶ Cloud Computing for Business & Marketing
- ▶ Web Design and Client-Side Development

LEVEL 3

- ▶ Consumer Behaviour
- ▶ Strategic Marketing
- ▶ Services Marketing
- ▶ Capstone Project
- ▶ Web Marketing Design & Development
- ▶ Cloud Technology for Marketing

Key Features of the Programme

- ▶ The programme will inform learners understanding of the industry and help them gain the skills needed to secure exciting Marketing with Digital Media roles with leading brands and agencies around the world
- ▶ Cloud Computing incorporated into the programme will assist learners in adapting their skills in a dynamic Digital Marketing environment

- ▶ The programme format will allow for a stimulating learning environment bringing together a faculty of experts and leaders in Marketing with Digital Media and Cloud Computing
- ▶ Each year of study is intended to expand the learner's knowledge and understanding of Marketing with Digital Media and Cloud Computing.

Aims & Objectives

On completion of the programme students should have acquired the skills to:

- ▶ Evaluate the components of Marketing with Digital Media and competently integrate complex ideas and theories.
- ▶ Demonstrate knowledge and application of Cloud Computing in Marketing within a Digital Media environment.
- ▶ Demonstrate skills and competencies in building applications and the use of Cloud Platforms to deploy them in the Cloud.
- ▶ Be able to communicate and manage skills required to successfully work within projects & have gained the ability to function effectively as an individual and in project teams.
- ▶ Have an appreciation of the rapidly evolving Marketing with Digital Media industry by developing their life-long learning skills. Have an understanding of the changing face of Marketing with Digital Media and Cloud Computing in relation to both acceleration in the use and development of technology, and its impact amongst organisations and on society.

Structure

Level 1 – Seven Mandatory subjects provide foundation knowledge in core marketing and business disciplines and include employability and personal development modules which run throughout the programme.

Level 2 – Learner knowledge in the key marketing areas is further developed while learners study two specialised modules; Digital Marketing Concepts and Cloud Computing for Business.

Stage 3 – At stage 3 learners focus on modules including Strategic Management, Marketing Research and Consumer Analysis. Students will also further develop in their knowledge in Cloud Technologies for Marketing and Web Marketing Design.

Teaching and Assessment

Student assessment will be based on a combination of continuous assessment and end of year examinations. Continuous assessment will include essay writing, case studies, presentations, literature reviews and projects, and students will be required to work individually as well as in groups. End of year examinations are typically held in late April/early May. Year 1 subjects may also include an in-class assessment usually held in December.

Career Opportunities

The stream aims to provide an academically rigorous framework through which learners understand and critically appraise the philosophy and practice of marketing with digital media. The programme will develop and prepare learners to work in any organisation, national or international, profit and not for profit and will therefore serve the needs of employers and national needs. The majority of graduates from this programme will seek employment at graduate entry marketing positions within organisations either nationally or internationally. This programme is also a valuable foundation for further postgraduate training and research.



BA (Hons) in Marketing (Event Management)

Awarding body

Quality & Qualifications Ireland (QQI)

Award Level

NFQ Level 8

Award Type

Major

Title of Award

BA (Hons) in Marketing

Duration

4 Years (2 evenings per week)

Entry Requirements

2 H5 + 4 O6/H7, to include Maths & English or another Language

If you are over 23 years of age and do not meet minimum entry requirements, you may apply as a mature student.

Application Procedure

Apply directly to [dbs.ie](https://www.dbs.ie)

Content

LEVEL 1

- ▶ Economic Perspectives
- ▶ IT Essentials
- ▶ Digital Content Creation
- ▶ Marketing Essentials
- ▶ Business Context & Organisation
- ▶ Maths & Stats for Business
- ▶ Learning to Learn

LEVEL 2

- ▶ Marketing Communications
- ▶ Selling and Sales Management
- ▶ Marketing Research
- ▶ Digital Marketing Concepts
- ▶ Advanced Economic Perspectives
- ▶ Event Planning
- ▶ The Events Environment

Level 3

- ▶ Consumer Behaviour
- ▶ Strategic Marketing
- ▶ Services Marketing
- ▶ Capstone Project
- ▶ Event Operations & Crowd Management
- ▶ Event Marketing

Overview

The BA (Hons) in Marketing (Event Management) degree programme incorporates a balanced mix of specialised marketing and event management modules geared towards the needs of marketing personnel operating in a dynamic national or international environment. The programme deals comprehensively with modern marketing and event management theory and practice.

Aims & Objectives

The programme is designed to prepare students for employment in a variety of marketing and event management disciplines, including customer service, product/brand management, research management, stakeholder communication, event planning, risk management and strategic management.

Structure

Stage 1 – Seven mandatory subjects provide foundation knowledge in core business and marketing disciplines and include employability and personal development modules which run throughout the programme.

Stage 2 – The key marketing topics are further developed in the areas of marketing communications and selling and sales management while students commence their study of specialised event management topics.

Stage 3 – At stage 3 general business knowledge is developed with a focus on modules including Strategic Management, Marketing Research and Consumer Analysis. Knowledge and competence in targeted areas in event management are developed in Event marketing and Event Operations.

Teaching and Assessment

Student Assessment will be based on a combination of continuous assessment and end of year examinations. Continuous assessment will include essay writing, case studies, presentations, literature reviews and projects. Students will be required to work individually as well as in groups. End of year examinations are typically held in late April / early May. Stage 1 subjects may also include an in-class assessment usually held in December.

Career Opportunities

The programme is designed to equip graduates to be able to take up positions requiring specific marketing and event management knowledge and skills in areas such as:

- ▶ Marketing Management
- ▶ Advertising Management
- ▶ Services Event Management
- ▶ Branding
- ▶ Customer Service Management
- ▶ Event Planning
- ▶ Hospitality

Other positions where knowledge of marketing represents a significant competitive advantage such as sales management, new business development and customer relationship management have been attained by graduates.



BA (Hons) in Marketing (with Streams)

Year 1 Modules	Economic Perspectives	IT Essentials	Marketing Essentials	Business Context & Organisation	Maths & Stats for Business	Learning to Learn	Digital Content Creation			
Core Modules										
Year 2 Modules	Marketing Communications	Selling and Sales Management	Marketing Research	Digital Marketing Concepts	Advanced Economic Perspectives	Cloud Computing for Business & Marketing	Web Design and Client-Side Development	Digital Marketing Planning & Management	Event Planning	The Events Environment
BA (Hons) Marketing (General)										
<i>Chose two modules:</i>										
Stream - Digital Media and Cloud Computing										
Stream - Digital Media										
Stream - Event Management										
Year 3 Modules	Consumer Behaviour	Strategic Marketing	Services Marketing	Capstone Project	Web Marketing Design & Development	Cloud Technology for Marketing	International Marketing	Creativity, Innovation & Entrepreneurship	Event Operations & Crowd Management	Event Marketing
BA (Hons) Marketing (General)										
<i>Chose two modules:</i>										
Stream - Digital Media and Cloud Computing										
Stream - Digital Media										
Stream - Event Management										

	Core/Mandatory modules for all learners on parent and all streams of BA (Hons) in Marketing
	Electives for learners in the BA(Hons) Marketing parent programme (at each level) Learners choose two modules
	Mandatory Modules for learners on BA (Hons) in Marketing (Digital Media and Cloud Computing) stream
	Mandatory Modules for learners on BA (Hons) in Marketing (Digital Media) stream
	Mandatory Modules for learners on BA (Hons) in Marketing (Event Management) stream

BA (Hons) in Marketing (General)

Awarding body

Quality & Qualifications Ireland (QQI)

Award Level

NFQ Level 8

Award Type

Major

Title of Award

BA (Hons) in Marketing

Duration

4 Years (2 evenings per week)

Entry Requirements

2 H5 + 4 O6/H7, to include Maths & English or another Language

If you are over 23 years of age and do not meet minimum entry requirements, you may apply as a mature student.

Application Procedure

Apply directly to [dbs.ie](https://www.dbs.ie)

Overview

The BA (Hons) Marketing degree programme incorporates a balanced mix of specialised marketing modules and business / management modules geared towards the needs of marketing personnel operating in a dynamic national or international environment.

The programme deals comprehensively with modern marketing theory and practice and aims to provide students with the range of knowledge and abilities required to initiate or develop a career in marketing. The programme also aims to create an environment that promotes the personal and intellectual development of students and provides a platform for further study at masters or professional levels in the marketing arena.

Aims and Objectives

On completion of this programme, students should have acquired the skills to:

- ▶ Demonstrate a strong knowledge and understanding of marketing and sales concepts and issues
- ▶ Understand and apply key marketing models and theories to relevant business environments
- ▶ Display a methodical approach to analysis, problem-solving and decision making, particularly in a marketing context
- ▶ Display and use transferable personal skills in a variety of business contexts
- ▶ Proceed in a highly competent manner to postgraduate or professional studies.

Structure

Stage 1 – a thorough understanding of the key business and marketing functions is complimented with an introduction to IT essentials.

Stage 2 – the emphasis shifts to the marketing function with subjects more focused on increasing knowledge in marketing specific areas. Through the choice of two option subjects from six, students can add digital media web design, event management or cloud computing to their studies.

Stage 3 – at stage 3 students learn to develop a strategic perspective on business in general and the marketing function in particular. Two option subjects from seven allow for further study of digital, cloud or event marketing.

Content

The BA (Hons) in Marketing programme and the associated streams have the following content and are completed over 4 years part-time.

LEVEL 1 (CORE MODULES)

- ▶ Economic Perspectives
- ▶ IT Essentials
- ▶ Digital Content Creation
- ▶ Marketing Essentials
- ▶ Business Context & Organisation
- ▶ Maths & Stats for Business
- ▶ Learning to Learn

LEVEL 2 (CORE MODULES)

- ▶ Marketing Communications
- ▶ Selling and Sales Management
- ▶ Marketing Research
- ▶ Digital Marketing Concepts
- ▶ Advanced Economic Perspectives

ELECTIVES – CHOOSE 2

- ▶ Cloud Computing for Business & Marketing
- ▶ Digital Marketing Planning & Management
- ▶ Web Design and Client-Side Development
- ▶ Event Planning
- ▶ The Events Environment

**LEVEL 3
(CORE MODULES)**

- ▶ Consumer Behaviour
- ▶ Strategic Marketing
- ▶ Services Marketing
- ▶ Capstone Project

ELECTIVES – CHOOSE 2

- ▶ International Marketing
- ▶ Creativity, Innovation & Entrepreneurship
- ▶ Web Marketing Design & Development
- ▶ Cloud Technology for Marketing
- ▶ Event Operations & Crowd Management
- ▶ Event Marketing

Transfer Students

Students holding a relevant certificate, ordinary degree or other relevant qualifications may qualify for entry to the second or third year of the degree programme.

Teaching and Assessment

Student Assessment will be based on a combination of continuous assessment and end of year examinations. Continuous assessment will include essay writing, case studies, presentations, literature reviews and projects. Students will be required to work individually as well as in groups. End of year examinations are typically held in late April / early May. Stage 1 subjects may also include an in-class assessment usually held in December.

Career Opportunities

The programme is designed to equip graduates to be able to take up positions requiring specific marketing knowledge and skills in areas such as:

- ▶ Service Management
- ▶ Marketing Management
- ▶ Advertising Management
- ▶ Branding and Customer Service Management

Other positions where knowledge of marketing represents a significant competitive advantage such as sales management, new business development and customer relationship management have been attained by graduates.



Bachelor of Laws (Hons) LL.B

Awarding body

Quality & Qualifications Ireland (QQI)

Award Level

NFQ Level 8

Award Type

Major

Title of Award

Bachelor of Laws (Hons)

Duration

3 Years (3 evenings per week)

Entry Requirements

2 H5 + 4 O6/H7, to include English or another Language

If you are over 23 years of age and do not meet minimum entry requirements, you may apply as a mature student.

Application Procedure

Apply directly to [dbs.ie](https://www.dbs.ie)

Content

LEVEL 1 (CORE MODULES)

- ▶ Introduction to Legal Research Skills
- ▶ IT Skills for Law
- ▶ Criminal Law
- ▶ Constitutional Law
- ▶ Legal Systems
- ▶ Contract Law

LEVEL 2 (CORE MODULES)

- ▶ Mooting and Professional Practice
- ▶ Law of Tort
- ▶ European Union Law
- ▶ Law of Real Property
- ▶ Company Law
- ▶ Commercial Law

LEVEL 3 (CORE MODULES)

- ▶ Contemporary Issues in Law
- ▶ Equity and Trusts
- ▶ Administrative Law

Elective Modules - Choose 3

- ▶ Jurisprudence
- ▶ Family Law
- ▶ Law of Evidence
- ▶ Employment Law
- ▶ International Law

Overview

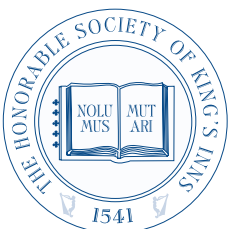
The Bachelor of Laws (Hons) is recognised by the Honorable Society of King's Inns. Studying law at undergraduate level has an appeal to any student considering a career in the legal profession. A Bachelor of Laws degree provides a firm foundation for students wishing to qualify as a solicitor or barrister.

The study of law improves and develops the student's power of reasoning, clarity of thought and the ability to analyse and express complicated ideas. These skills also lend themselves to a wide variety of career options quite apart from private legal practice on completion of the programme.

Structure

Students study five substantive law modules in first year in addition to a module focused on the acquisition of legal research skills. There are also two semesterised modules in year 1. First year subjects are compulsory. In second year students study five modules and students can choose their sixth module.

In year three there are three compulsory modules and students can select three other modules from a list of options.



Aims and Objectives

The objectives of the Bachelor of Laws (Hons) programme are:

- ▶ To provide learners with sound educational underpinning which will enable them to acquire a solid grounding in legal principles, the fundamental features of the Irish legal system and general transferable skills
- ▶ To equip learners with a fundamental understanding of the core Irish legal subjects to facilitate progression to the professional stage of training in Ireland with the Law Society of Ireland or the King's Inns
- ▶ To enable learners to develop a range of transferable skills including the powers of inquiry, critical analysis and logical thinking, initiative, independent learning and commitment to scholarship
- ▶ To enable learners to develop a range of graduate skills in preparation for employment in a wide variety of fields and a fundamental understanding of society and of the role of law within society

Teaching and Assessment

The law degree programme is taught mainly through lectures, seminars and workshops with students taking responsibility for a significant amount of study outside scheduled class contact hours. In general first year modules are assessed by way of exam worth 60% and continuous assessment worth 40%. Some modules are assessed wholly via continuous assessment. In second year, the exam weighting will increase in several of the modules, but is balanced by the inclusion of continuous assessment in each module. In final year there is a higher emphasis on examination weighting in most modules. A blend of individual and group assessment has been factored into modules throughout the programme with a mix of the types of assessment in the modules.

Career Opportunities

The Bachelor of Laws degree provides a firm foundation for students wishing to train as solicitors or barristers. Additionally a law degree is one of the most respected undergraduate qualifications. It opens up a range of career opportunities apart from the practice of the law. Law graduates are employed in a wide variety of areas including commercial industry, social sciences, politics, the media and the public service. A legal education therefore opens more doors than just the practice of law.

Professional Accreditation

The Bachelor of Laws (Hons) enables graduates who wish to qualify as solicitors, to sit the Law Society of Ireland entrance examinations. The Bachelor of Laws (Hons) also enables graduates to sit the Honorable Society of King's Inns entrance examinations the passing of which are a pre requisite for taking the Barrister-at-Law degree.



Certificate in Digital Marketing

Awarding body

Quality & Qualifications Ireland (QQI)

Award Level

NFQ Level 7

Award Type

Special Purpose

Title of Award

Certificate in Digital Marketing

Duration

1 Year

Application Procedure

Apply directly to [dbs.ie](https://www.dbs.ie)

Content

- ▶ Digital Marketing Concepts
- ▶ Digital Planning and Management
- ▶ Implementing Digital Media
- ▶ eBusiness

Overview

Marketing, and in particular digital media marketing, is an exciting and rapidly developing field of study that offers excellent employment prospects and exciting careers. The Certificate in Digital Marketing aims to provide students with knowledge of the fundamental theories, concepts and methods of digital marketing and in doing so enable the student to appreciate how digital marketing is part of modern-day business strategy. This programme will equip students with the skills to use digital media tools to plan and manage a digital marketing campaign. Graduates of the programme will have a well-grounded knowledge of digital marketing that can be demonstrated and put into action in the workplace.

The Certificate in Digital Marketing has been prepared in line with current developments within the ICT sector and other sectors that use digital marketing to promote their brand, generate sales and speak with their customers. It has been informed by consultation with employers, previous students and other stakeholders.

The Certificate in Digital Marketing responds to a known and often articulated skills shortage that exists in this area. The Irish Government and Industry recognise that there is an urgent requirement to ensure an adequate supply of ICT and related talent and skills from both the domestic and international markets to meet the needs.

Structure

The Certificate in Digital Marketing is a Level 7 Special Purpose Award in one stage, accumulating 40 ECTS. The programme is taught over two nights each week. It is a mix of theory and practice, conducted in the classroom. There are four mandatory modules.

Aims and Objectives

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

- ▶ Describe the concepts and emerging models of digital marketing
- ▶ Demonstrate their knowledge of how different models of digital marketing operate in different business and marketing settings
- ▶ Demonstrate the role of digital marketing within the wider marketing context
- ▶ Apply innovative and integrated digital marketing skills to a variety of marketing settings
- ▶ Use a variety of digital social media tools to develop and implement a social media marketing campaign
- ▶ Design an appropriate digital marketing mix having researched and analysed the objectives of a campaign and the opportunities available
- ▶ Demonstrate an ability to function effectively as part of a team and also independently

Teaching and Assessment

The Certificate in Digital Marketing is taught mainly through lectures and tutorials, with students taking responsibility for some study outside scheduled class contact times. Assessed work will consist of traditional end-year examinations plus of continuous assessment based on coursework. Such coursework may involve research-based reports, case studies, essays, or practical assignments.

Career Opportunities

The Certificate in Digital Marketing is intended to position graduates for recruitment into digital marketing posts across a range of sectors. Previous graduates of this programme have been successful in getting employment as

- ▶ Social & Display Manager
- ▶ Media Buyer
- ▶ Social Media Manager/Executive
- ▶ Marketing Assistant
- ▶ Digital Project Manager
- ▶ Digital Marketing Administrator
- ▶ Online Marketing Manager
- ▶ Digital Creative Manager



Come Visit Us

You can call into the College to talk to a member of the Admissions team anytime between 8:45am and 5:15pm, Monday to Friday. Alternatively come along to our next Open Event where you can also meet with lecturers, Student Services and check out the College facilities.



Dublin Business School reserves the right to alter or withdraw any of the modules, programmes or courses described in this document. While every effort has been made to ensure the information contained in this document is correct, the College is not liable for any errors and omissions.

For further information contact:

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W: www.dbs.ie



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