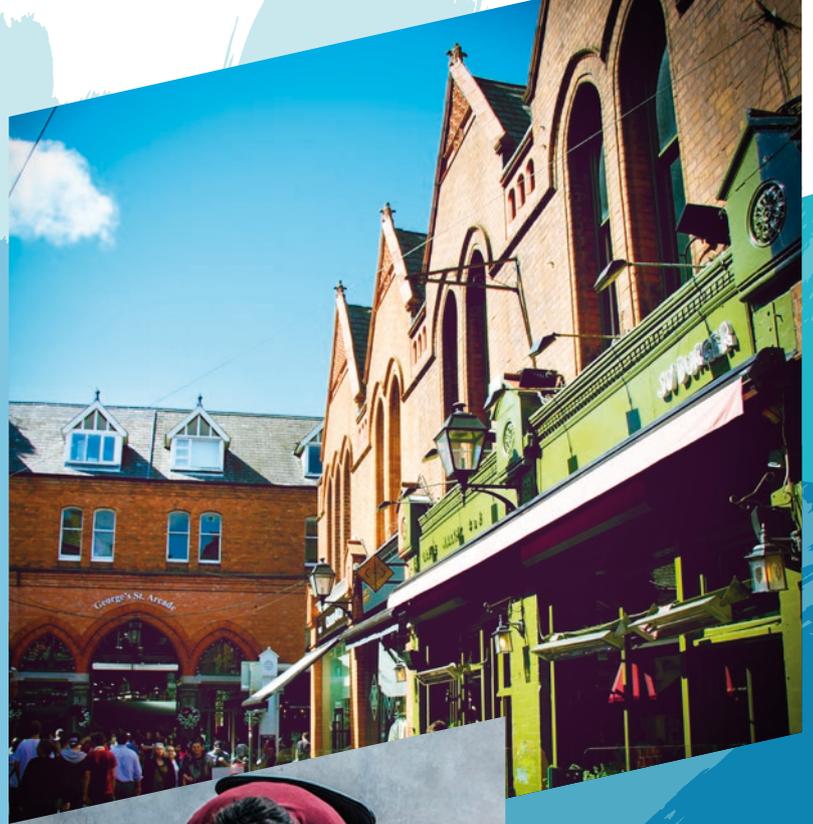




FULL-TIME UNDERGRADUATE PROGRAMMES

DBS 
Dublin Business School
excellence through learning



www.dbs.ie

What Our Students Say...



"After our lectures have finished for the day, some of us will go down to the library and work on our assignments or study what we have been covering in lectures that week. There is a lot of reading involved in my course but when it's such interesting subject matter I don't mind a bit."

**Emma Flanagan, BA (Hons)
in Psychology**



"I felt the interest of each lecturer was what made studying at DBS fun and interesting. The courses are well structured, and filled with interesting and relevant topics."

Henrike Herbst, BA (Hons) Marketing



"I found getting to know the many nationalities on the course to be very enjoyable and a real learning experience for me."

**Michael Saez, BA (Hons)
Business Information Systems**

"I'm really enjoying the BA in Legal Studies in DBS and I plan to stay another year to complete the LLB Bachelor of Laws (Hons)."

**Louise Ordinaire, BA in
Legal Studies and DBS
Law Society Member**



"Being in the city centre meant it was easy for me to get in everyday and was convenient for social activities after college."

**Andrew Conway, BA (Hons)
Social Science**

"The interactive class structures enable students to learn from one another and to develop invaluable organisational, teamwork and leadership skills."

**Mick Sammon, BA (Hons)
Business Student**



I choose my course because I really enjoyed studying Accounting in school, and I know there are a lot of jobs that require people with this qualification.

**Alexis Gumpo, BA (Hons) in
Accounting and Finance**



"It has everything - allowing students to write their own scripts, create a short film and composing your own film review."

Isabel Oliver, BA in Film and Media



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.

Accreditation

All DBS courses through the CAO are awarded by Quality and Qualifications Ireland (QQI) which fits into 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.



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 Kings' 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.

Global Student Success

Thousands of professional accountancy students have passed their exams with DBS over the past 40 years with over 1,000 achieving worldwide and national prizes and placing's in the global examinations of ACCA and CIMA.

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, South Great George's Street and Balfe Street are all 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.

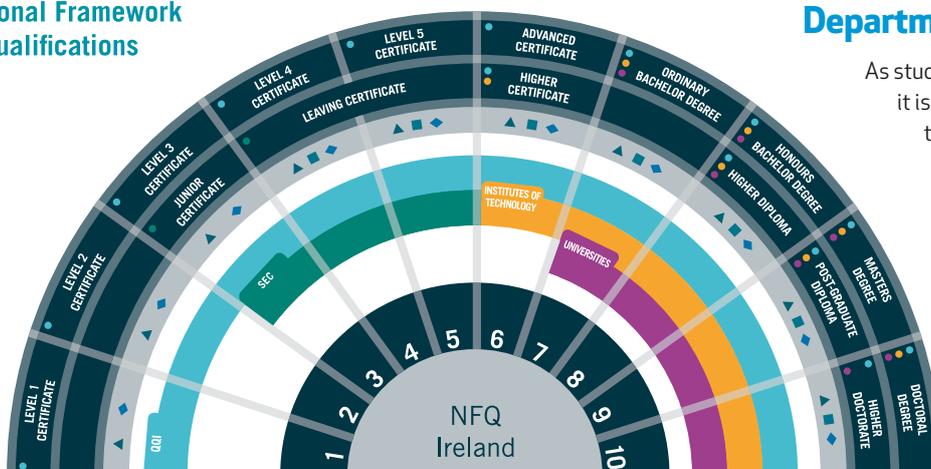
Career-Focused Education

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 film, digital media 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 and Rag Week as well as involve themselves in the wide range of clubs and societies on offer.

National Framework of Qualifications



AWARDING BODIES

- Quality and Qualifications Ireland (QQI) makes awards in further and higher education and training
- SEC - State Examinations Commission (Department of Education and Skills)
- Institutes of Technology
- Universities

AWARDS IN THE FRAMEWORK

There are four classes of award in the National Framework of Qualifications:

- 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



Application Information

Entry Requirements and Next Steps

CAO Applicants

Leaving Certificate, FETAC (Level 5), A-Level and all students completing school leaving exams are generally required to apply through the CAO where a CAO code is provided. Where a CAO code is not provided students may apply directly to the college.

Mature Applicants

Students who are applying to programmes as mature applicants will be required to be over the age of 23 as on 1st January in the year of entry. Mature students may apply through the CAO or directly to the college. They are not required to do both. 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 (Level 6) graduate is eligible to apply for a place on final year of an ordinary degree (Level 7) or second year of an honours degree (Level 8) in a cognate discipline – these guidelines also apply to FETAC Level 6 and HND graduates. Ordinary degree (Level 7) graduates are eligible to apply for final year entry to an honours degree (Level 8) 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. Students with disabilities who have applied through the CAO should ensure that they have submitted the relevant supplementary information form in addition to the application. Direct applicants will also be required to complete a similar form if they disclose a disability on their application forms.

ENTRY REQUIREMENTS

Honours Bachelor Degrees (Level 8)

Leaving Certificate

Under the new 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 Mathematics. Please see individual course entry requirements for further details.

A-Levels/GCSE

Applicants must obtain a minimum of four GCSE passes at grade C/4 or higher plus two A-level passes at grade C/4 or higher. Some programmes will require Mathematics and English or another language (or both).

BTEC

Students applying for any Honours Degree programme must have obtained a minimum of a BTEC Higher 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

Leaving Certificate Applicants must obtain a minimum of grade O6/H7 in five subjects, including a language. Some programmes also require a minimum of a grade O6/H7 in Mathematics.

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 Mathematics 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.

Applicant Checklist

- ✓ Normal CAO Application closes (February)
- ✓ CAO Late Application open (March) closes (May)
- ✓ CAO Online Change of Mind open (May)
- ✓ CAO Change of Mind closes (July)
- ✓ Leaving Certificate starts (June)
- ✓ Leaving Certificate Results (Aug)
- ✓ First Round Offers (Aug)
- ✓ Second Round Offers (August)
- ✓ Registration Week (week commencing September)
- ✓ Terms starts (week commencing September)
- ✓ Fresher's Week (September TBC)

Grades and Common Points Scale for Leaving Certificate

Grade (%)	Points	Grade (%)	Points
H1 (90-100)	100		
H2 (80<90)	88		
H3 (70<80)	77		
H4 (60<70)	66		
H5 (50<60)	56	O1 (90-100)	56
H6 (40<50)	46	O2 (80<90)	46
H7 (30<40)	37	O3 (70<80)	37
H8 (0<30)	0	O4 (60<70)	28
		O5 (50<60)	20
		O6 (40<50)	12
		O7 (30<40)	0
		O8 (0<30)	0

Points Calculation

Selection of CAO applicants will be made on the basis of points. Your points will be calculated by adding together the points scored in the best of six subjects in a single sitting of the Leaving Certificate. The results of two sittings at Leaving Certificate (or equivalent examination) can be combined for the purposes of meeting the subject requirements for minimum entry. DBS currently awards bonus points for Honours maths students. Please note that bonus points will only apply where Mathematics is counted as one of the best six subjects for the applicant.

Points Calculation Grid

Applicants can use their link module for points allocation as one of their six subjects for the purpose of calculating points and it will therefore count as a passing subject.

A-Level

A*	180
A	150
B	130
C	100
D	65
E	45

LCVP Link Modules

Distinction	66
Merit	46
Pass	28

Entry Requirements Summary Table

School of Arts

Application Procedure	Title	Level of Award	Entry Requirements	Awarding Body	Duration
CAO DB561	BA (Hons) in Arts*	8	2 H5 + 4 O6/H7, to include English or another language	QQI	3 Years
CAO DB562	BA (Hons) in Psychology	8	2 H5 + 4 O6/H7, to include Mathematics & English or another language	QQI	3 Years
CAO DB563	Higher Certificate in Arts*	6	5 O6/H7, to include English or another language	QQI	2 Years
CAO DB565	BA (Hons) in Journalism*	8	2 H5 + 4 O6/H7, to include English or another language	QQI	3 Years
CAO DB566	BA (Hons) in Social Science	8	2 H5 + 4 O6/H7, to include Mathematics & English or another language	QQI	3 Years
CAO DB567	BA (Hons) in Film*	8	2 H5 + 4 O6/H7, to include English or another language	QQI	3 Years
CAO DB575	BA in Social Studies	7	5 O6/H7, to include Mathematics & English or another language	QQI	3 Years
CAO DB576	BA in Film & Media*	7	5 O6/H7, to include English or another language	QQI	3 Years
CAO DB578	BA in Journalism & Media*	7	5 O6/H7, to include English or another language	QQI	3 Years

School of Business & Law

Application Procedure	Title	Level of Award	Entry Requirements	Awarding Body	Duration
CAO DB500	BSc (Hons) Computing	8	2 H5 + 4 O6/H7, to include Mathematics (H7/O5) & English or another language	QQI	4 years
CAO DB501	BSc (Hons) Computing (Cloud Computing)	8	2 H5 + 4 O6/H7, to include Mathematics (H7/O5) & English or another language	QQI	4 years
CAO DB502	BSc (Hons) Computing (Data Analysis and Big Data)	8	2 H5 + 4 O6/H7, to include Mathematics (H7/O5) & English or another language	QQI	4 years
CAO DB503	BSc (Hons) Computing (Software Development)	8	2 H5 + 4 O6/H7, to include Mathematics (H7/O5) & English or another language	QQI	4 years
CAO DB504	BSc (Hons) Computing (Web & Mobile Computing)	8	2 H5 + 4 O6/H7, to include Mathematics (H7/O5) & English or another language	QQI	4 years
CAO DB512	BA (Hons) in Business	8	2 H5 + 4 O6/H7, to include Mathematics & English or another language	QQI	3 Years
CAO DB513	Higher Certificate In Business	6	5 O6/H7, to include Mathematics & English or another language	QQI	2 Years
CAO DB514	BA (Hons) in Business (Law)	8	2 H5 + 4 O6/H7, to include Mathematics & English or another language	QQI	3 Years
CAO DB515	BA (Hons) in Business (HRM Stream)	8	2 H5 + 4 O6/H7, to include Mathematics & English or another language	QQI	3 Years

School of Business & Law (continued)

Application Procedure	Title	Level of Award	Entry Requirements	Awarding Body	Duration
CAO DB516	BA (Hons) in Financial Services	8	2 H5 + 4 O6/H7, to include Mathematics & English or another language	QQI	3 Years
CAO DB517	BA (Hons) in Marketing (Event Management Stream)	8	2 H5 + 4 O6/H7, to include Mathematics & English or another language	QQI	3 Years
CAO DB518	BA (Hons) in Marketing (Digital Media Stream)	8	2 H5 + 4 O6/H7, to include Mathematics & English or another language	QQI	3 Years
CAO DB520	BA (Hons) in Business (Work Placement Stream)	8	2 H5 + 4 O6/H7, to include Mathematics & English or another language	QQI	4 Years
CAO DB521	BA (Hons) in Accounting & Finance	8	2 H5 + 4 O6/H7, to include Mathematics & English or another language	QQI	3 Years
CAO DB522	Higher Certificate In Business in Accounting	6	5O6/H7, to include Mathematics & English or another language	QQI	2 Years
CAO DB524	BA (Hons) in Business Information Systems	8	2 H5 + 4 O6/H7, to include Mathematics & English or another language	QQI	3 Years
CAO DB525	BA (Hons) in Marketing (Digital Media & Cloud Computing Stream)	8	2 H5 + 4 O6/H7, to include Mathematics & English or another language	QQI	3 Years
CAO DB526	BA (Hons) in Business Information Systems (Cloud Computing Stream)	8	2 H5 + 4 O6/H7, to include Mathematics & English or another language	QQI	3 Years
CAO DB531	BA (Hons) in Marketing	8	2 H5 + 4 O6/H7, to include Mathematics & English or another language	QQI	3 Years
CAO DB533	Higher Certificate In Business in Marketing	6	5O6/H7 to include Mathematics & English or another language	QQI	2 Years
CAO DB568	Bachelor of Laws (Hons)* LL.B	8	2 H5 + 4 O6/H7, to include English	QQI	3 Years
CAO DB569	BA (Hons) in Business (Psychology Stream)	8	2 H5 + 4 O6/H7, to include Mathematics & English or another language	QQI	3 Years
CAO DB571	Bachelor of Business Studies	7	5 O6/H7, to include Mathematics & English or another language	QQI	3 Years
CAO DB572	Bachelor of Business in Accounting	7	5 O6/H7, to include Mathematics & English or another language	QQI	3 Years
CAO DB573	Bachelor of Business in Marketing	7	5 O6/H7, to include Mathematics & English or another language	QQI	3 Years
CAO DB574	Bachelor of Business in Information Technology	7	5 O6/H7, to include Mathematics & English or another language	QQI	3 Years
CAO DB580	Higher Certificate in Legal Studies*	6	5 O6/H7, to include English	QQI	2 Years
CAO DB581	Higher Certificate in Legal & Business Studies	6	5 O6/H7, to include Mathematics & English or another language	QQI	2 Years
CAO DB582	BA in Legal Studies*	7	5 O6/H7, to include English or another language	QQI	3 Years
CAO DB583	BA in Legal & Business Studies	7	5 O6/H7, to include Mathematics & English or another language	QQI	3 Years
Direct	BA (Hons) in Business (Management Stream)	8	2 H5 + 4 O6/H7, to include Mathematics & English or another language	QQI	3 Years
Direct	BA (Hons) in Business (Project Management Stream)	8	2 H5 + 4 O6/H7, to include Mathematics & English or another language	QQI	3 Years

QQI - Quality and Qualifications Ireland

* Please note that Mathematics is not an entry requirement on these programmes.

Dublin Business School reserves the right to alter or withdraw any of the modules or programmes 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 or omissions. All programmes are run subject to demand.

Note: DBS will undergo Programmatic Review on some programmes in 2018 which may result in some module changes.

Career Services



Dublin Business School aims to provide opportunities for all of our students to develop employability and enterprise skills to achieve their career potential and satisfy employer needs.

Our strategy is simple, to produce exceptional graduates that have a competitive advantage over students from other 3rd level colleges when entering the employment market. We fulfil this by a programme of personal and professional development through academic content supported by the Career Services Team.



DBS Employability Modules

Preparing our students for successful careers is central to everything that DBS does. Employability modules run through the duration of Undergraduate courses, giving the tools and skills to develop and achieve career plans and aspirations.

These academic modules are shaped in consultation and feedback with our industry partners, drawn from both the multinational and SME sectors in Ireland and abroad. By using this approach DBS finds out what employers want, and prepares and equips graduates with these key skills.

Job search and applications, CVs, and interview skills are complemented by soft skills such as communication and teamwork.

The Employability modules give our students the edge, and have being instrumental in our graduates building successful careers in companies such as Microsoft, Amazon, Accenture and Version 1 and many others.





Top Skills Employers Seek

- Communication Skills **1.**
- Motivation **2.**
- Teamwork **3.**
- Problem Solving Skills **4.**
- Initiative/Ability to Work Under Pressure **5.**

Based on DBS Employer Survey 2016

Check out our dedicated careers website for more information **careers.dbs.ie** and follow us on



Career Services Team

DBS Graduates are in high demand in all sectors of Industry. This demand is developed and fostered by the dedicated Careers Team who offers a number of services to complement the employability modules:

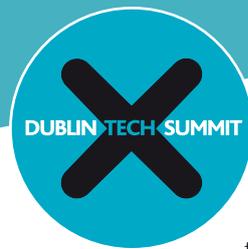
- ▶ Regular workshops on skills, aptitudes, experience and personal qualities needed to succeed in the 21st century.
- ▶ One to one advice on CVs, application forms, interviews, job hunting strategies and assessment centres.
- ▶ Information on Careers following completion of your course.
- ▶ Where applicable, facilitating workshops and internships with host companies.
- ▶ Advertising job vacancies and matching these with students.
- ▶ Alumni workshops, where previous graduates tell of their experiences in the workplace.
- ▶ Careers fairs and events, where employers showcase their companies and recruit students for part-time, full-time and graduate positions.
- ▶ Advice on further study options and funding when you complete your course.

Recent News



2017 Education Awards

We are delighted to announce that DBS won two awards at the 2017 Education Awards. DBS claimed the prize for the Best Student Experience Award and the Best Library Team Award. These are two vital functions in DBS and contribute greatly to the daily lives of our students. We strive to continue this success to ensure time spent in DBS is enjoyable, productive and rewarding.



Dublin Tech Summit

DBS Digital Marketing Students were in attendance at the hugely popular Dublin Tech Summit, learning about what Dublin has to offer as a global technology hub. The Dublin Tech Summit brings together global leaders in innovation, technology and business to shape the future of global trends and technologies.

Psychology Poster Awards

Congratulations to all of our award winning Psychology Students who won prizes at the DBS Psychology Poster Awards.

Pictured here with Executive Dean, Andrew Conlan-Trant, are DBS students Maeve Burke and Ariane Schulze.



DBS Careers Week

Our Career Services Team organise a Careers Fair in the Castle House common room, as part of DBS Careers Week. Many organisations take part, such as Amazon, The Body Shop, Version 1 and USIT Travel, and they speak with students about career opportunities.



TV3's Gadget Guy

DBS Event Operations students spent a masterclass with TV3's Gadget Guy, and DBS alumnus, Colin Baker. The students had an exciting morning gaining insight into the latest technology in drones, including the recent launch of the drone known as the "Mavic". Students saw the drone in action and got the chance to try it out for themselves.



Retail Conference

The annual DBS Retail Conference, organised by the full-time Bachelor of Business in Retail Management students, takes place every February. The theme for 2017 was Customer Service Excellence. Speakers included representatives from LIDL Ireland, O'Brien's Wines, Tiger, Brown Thomas and more.



Ted global at DBS

DBS took part in a tedx event under tedxdbslive. The tedx event included the CEO of Uber, CEO of Airbnb, Adam Savage of Myth Busters among others. The DBS event was filmed and photographed, with one of the pictures shown on a slide deck on the main stage in Vancouver the following day. The event was in huge demand with a great buzz around campus among the lucky 100 who registered for the free tickets.

Jim Sheridan speaks with Film and Media Students

Bafta winner and Oscar Nominee for My Left Foot, Jim Sheridan took time out of his busy schedule to give advice and share some industry secrets to a crowd of budding film and media students from DBS. The talk took place in FilmBase in Temple Bar.



Brexit trip

DBS students and staff travelled to Belfast to discover what effects the recent BREXIT vote will have on Northern Ireland. They made their way to the Metropolitan Arts Centre (MAC) where they were greeted by two brilliant speakers, Anne McReynolds Chief Executive of the MAC and Richard Ramsey, Chief Economist of Ulster Bank. Students were then treated to a walking tour of Belfast that ended with a music and art feast at the Red Barn Gallery, Belfast.



Graduations - November

The 2016 DBS Graduation Ceremonies took place in November in the RDS Concert Hall, Ballsbridge, Dublin 4. Graduates were conferred in programmes awarded by Quality and Qualifications Ireland (QQI), Liverpool John Moore University (LJMU) and the Institute of Commercial Management (ICM). Over 2,100 students graduated over the two days with 344 students graduating with first class honours or distinctions.



Student Services



Welcome to DBS and College Life!

The transition from school to third level education is a massive and sometimes difficult step in everybody's' life. It is a time of excitement and anticipation, but also of trepidation and anxiety. The Student Experience Team is committed to supporting you on this journey and ensuring that your first year in College is a success. Our objective is to ensure you have the best possible College-life experience and to promote a DBS community and culture that is focused on your wellbeing and success.

Student Welfare

The welfare of our students is of upmost 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 are 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 clubs and societies you will get to enjoy the full student experience, which extends beyond lectures and exams. The DBS campus is in Dublin city centre, and we use all of the extra-curricular and recreational opportunities that our unique location offers.

The first 100 days...

Your first 100 days are critical to adapting and thriving in college. In DBS we have developed a programme which, through physical and on-line resources, allows you to fully adapt to college life. This is a cross college collaboration, with Student Experience, Lecturers, Library, Student Union and Careers providing the tools and support to help you at the start of your college journey. A good start is half the work, and we will guide and assist you through your first 13 weeks in DBS.

Social and Personal Awareness

Social and Academic Support

Belonging and Identity

Learning to Learn

Peer Support

Clubs and Societies

We encourage all of our students to get involved with the many and varied Clubs and Societies that are in the College. 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!

Sports Clubs

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

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

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



International Student Services



Dublin Business School welcomes international students for the valuable contribution that they make, academically and socially, to the student learning environment in the College. The International Office at Dublin Business School is the department dedicated to looking after the needs of all international students. International Student Services provides a variety of services to prospective and existing DBS students in the area of student admission, assistance with the application and student visa process, co-ordination of new student arrivals and the arrangement/assistance with student accommodation. The DBS International Office also provides a range of services to students after they have enrolled with the College in the areas of student registration and induction, advice on visa and immigration requirements, student welfare and liaises on behalf of international students with the academic faculty of DBS. The main services provided by the International Student Services department at DBS are as follows:

Orientation

The International Office holds a welfare and orientation programme for newly-arrived international students.

Accommodation

DBS can provide assistance and advice on finding accommodation for international students. Our International Student Services team can organise "homestay accommodation" with an Irish family during the international student's initial "settling in" period in Ireland. The accommodation offered will normally be located within 30 to 60 minutes travel time from Dublin city centre and the College. Homestay accommodation usually lasts for a period of four weeks or longer if a student prefers. The homestay accommodation provided by DBS provides students with an introduction to social culture, the opportunity to improve their English language skills and adjust to the lifestyle of a new country.

Welfare

The International Student Liaison Officer is available to deal with any queries, problems or issues faced by overseas students. We also have professional counsellors available to help with any problems you may have adjusting to life in Ireland. Each student is assigned an academic mentor who takes a personal interest in that student. All this ensures a smooth transition for each student to third level education in Ireland.

Social

The Student Services department of the College provides a range of sports and social activities. There is also a very active International Students Society which organises a number of events throughout the year.

Visas and Assistance with Irish Immigration Authorities

If you have been accepted for admission to Dublin Business School we will provide you with guidance on your Irish visa application. Please note that you are required to pay your tuition fees in full to the College prior to making your visa application. Upon arrival in Ireland all non-EU students are required to register with the Garda National Immigration Bureau (GNIB) for permission to remain in Ireland to study. The International Student Services provide assistance to you in this regard. Further details on the Irish visa process can be requested from your local Irish Embassy or Consulate, or can be found at the website for the Irish Naturalisation and Immigration Service (INIS) www.inis.gov.ie

Student Employment in Ireland

International non-EU students in Ireland are entitled to take up casual employment for up to 20 hours per week, or full-time up to 40 hours during scheduled holiday periods. Access to work is restricted to students taking courses listed on the Department of Education's Internationalisation Register, which can be viewed at www.education.ie. Mixing employment with study is not easy, and it is recommended that you do not arrive without possessing the financial resources to complete your chosen course of study. If applying for a student visa for Ireland, please note that you must show at the time of your application that you have sufficient resources to support yourself for the duration of your studies in Ireland. In this regard, the Visa Office will not take into account any potential earnings that you may gain from part-time work in Ireland. The Irish student visa permits students a 'stay back' option for graduates of many of our courses.



Education in Ireland

DBS works closely with Education in Ireland whose mandate and objectives are:

- ▶ To promote Ireland as a quality destination for students
- ▶ To promote and support the international activities of Irish education institutions
- ▶ To act as a national point of contact and referral to and from Irish suppliers of education services and the international market place
- ▶ To promote Irish education expertise as a valuable resource for international institutions, development agencies and governments
- ▶ To liaise with education interests and government to identify and remove barriers to the development of the international education sector.

International Partnerships

DBS has over the last 42 years established itself as a centre for international education excellence. DBS has developed over 75 university partnerships in European countries such as France, Spain, Germany, Italy, Denmark, Lithuania, Norway and Sweden. Students from these universities join DBS for a semester or academic year. Feedback indicates that European students choose DBS due to the quality of teaching, the excellent location, the wide range of sports and activities available and the opportunity to obtain an internationally recognised qualification from an English speaking country.

Some of our European Partners include:

IULM University, Milan, Italy

IULM is a leading Italian university specialising in the fields of Arts, Foreign Languages, Communication, Tourism and Cultural Heritage.

IDRAC, France

DBS has established close links with the IDRAC group of business schools in France located in Paris, Nantes, Lyon, Montpellier, Nice, Toulouse and Grenoble. Students from these schools attend either the semester abroad programme or the third year of the BA (Hons) Marketing at DBS as part of their undergraduate studies.

ISEG, France

DBS has a close strategic alliance with ISEG, a prestigious group of seven business schools located in Paris, Lille, Strasbourg, Lyon, Toulouse, Bordeaux and Nantes. Students from the ISEG group have the opportunity of taking the final year of the BA (Hons) Marketing or a number of Masters programmes at DBS as part of their studies.

EGC (Écoles de Gestion et de Commerce), France

EGC is a network of 28 reputable French Business Schools. The network was first established by the French Chambers of Commerce in the 1980s and the Schools have extensive business and international links with Schools around the world. Since 2002, Dublin Business School and EGC have formed close links, where DBS welcomes students from EGC every year to be part of their international study experience.



Other International Partners

US Study Abroad Programme

DBS offers a Study Abroad Programme to undergraduate students from across the US. DBS has developed an extensive network of affiliate Universities and Colleges who send their students on this programme. After an initial Foundation Course on Ireland students integrate a wide range of courses in both the DBS School of Business and DBS School of Arts. DBS is also the Dublin centre for the Foundation for International Education (FIE), an international organisation which organises study abroad experiences for US students in the UK, Spain and Ireland. US university partners include Northeastern University, Clarion University and the University of Northern Iowa.

Xiamen University, China

With a ranking of 10 out of 2036 institutions in China and 318 globally, DBS was delighted to announce approval by the Chinese Ministry of Education of an Articulation Agreement with Xiamen University allowing Xiamen graduates to continue their studies at DBS and obtain a BA (Hons) Degree award from QQI in either Accounting and Finance or Financial Services.

Academic Collaboration with MARA, Malaysia

2014 saw the approval of the transnational collaborative agreement on the delivery of the DBS programme BA (Hons) Accounting and Finance in KPTM in Malaysia. Dublin Business School has a long relationship with MARA which started in the early 1990s and has seen collaborations resulting in over 1,300 Malaysian students graduating with DBS qualifications.

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 comprises the Undergraduate Library at Aungier Street and the Library Hub at Bow Lane. DBS Library is an institutional member of the Library Association of Ireland, the Chartered Institute of Library and Information Professionals, UK and BIALL (the British and Irish Association of Law Librarians).

Opening Hours

Monday-Thursday: 09:00-22:00

Friday: 09:00-21:00

Saturday: 09:00-17:00

Sundays (in the run-up to exams): 11:00-17:00

Bank holidays (in the run-up to exams): 11:00-17:00.

Print Resources

DBS Library has over 43,000 books and 26 print journals. In order to ensure ease of access to materials the Library has an extremely high core textbook to student ratio, acquiring one core textbook for every ten students. 3 day loan, 1 week loan and 2 week loan options are available. Library holdings are listed on the Library's online catalogue which is available on the Library website or can be accessed directly at koha.dbs.ie. Students can view their Library account as well as renew and reserve books online.

Online Resources

The Library has an extensive e-book collection of over 1,800 titles and the A-Z journal list provides access to 53,000 full-text e-journals. Book titles recommended by lecturers on reading lists are also acquired in electronic format where available, providing students with unlimited access to key materials. The Library recently launched a pilot Kindle lending scheme which enables students to borrow a Kindle e-reader which is pre-loaded with course related e-books.

The Library also subscribes to a number of high quality databases including: Academic Search Complete, Business Source Complete, Computers and Applied Sciences Complete, Emerald, Film and Literature Index, Greenfile, Hospitality and Tourism Complete, Justcite, Justis, JSTOR, Lexis Nexis (Law), Library and Information Science Source (LISS), Mintel, Passport, Peparchive, Proquest Central, Psycarticles, SOCIndex, WARC and Westlaw IE and Westlaw UK. Databases can be searched individually or simultaneously via a single Google like search box on the Library Website. The DBS online institutional repository, eSource (esource.dbs.ie), showcases the intellectual output of staff and students including high quality assignments and dissertations by students and research papers by staff.

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.

For this reason, the Library's electronic resources are particularly popular with students. The Library catalogue and all electronic resources can be accessed remotely from mobile phone 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 a librarian to discuss how we can best meet their specific information needs. Students can avail of a one-to-one session with the Information Skills Librarian. Students can contact disability support on learnersupport@dbs.ie.

Library Facilities

All PCs in the Library provide internet access and are equipped with the latest version of Microsoft Office. The Library also has four 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 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 all student queries.

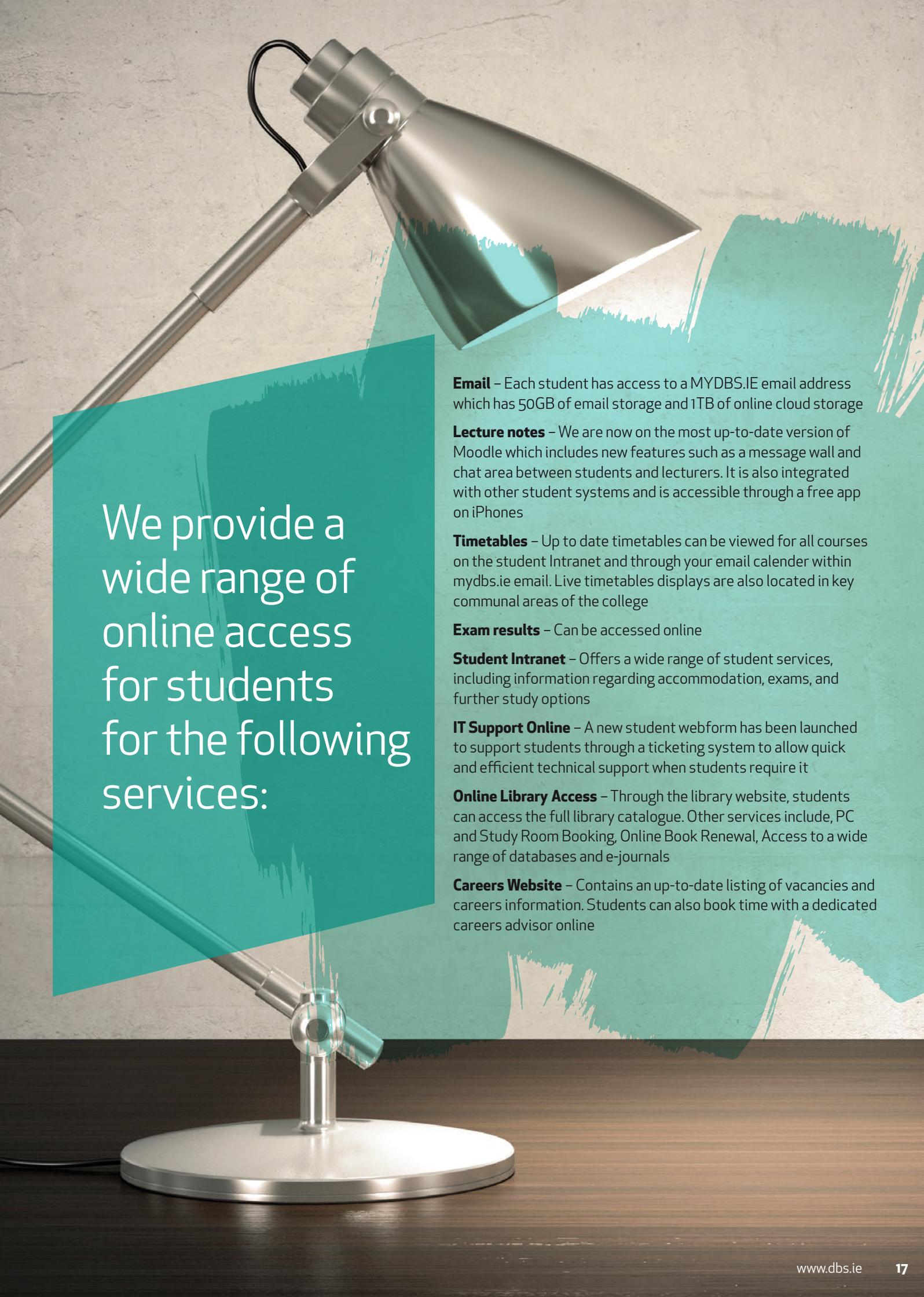
Student Support

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

- ▶ Information desks at both sites 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 Librarian 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 some interactive tutorials are available on the Library website library.dbs.ie

Every computer within the college has access to some of the most up-to-date programmes available, including use of the following software:

- ▶ SPSS 17 Simulation software
- ▶ Film & media software, CS5 (Photoshop 5)
- ▶ Accounting systems
- ▶ Web development and programming applications



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

Email – Each student has access to a MYDBS.IE email address which has 50GB of email storage and 1TB of online cloud storage

Lecture notes – We are now on the most up-to-date version of Moodle which includes new features such as a message wall and chat area between students and lecturers. It is also integrated with other student systems and is accessible through a free app on iPhones

Timetables – Up to date timetables can be viewed for all courses on the student Intranet and through your email calendar within mydbs.ie email. Live timetables displays are also located in key communal areas of the college

Exam results – Can be accessed online

Student Intranet – Offers a wide range of student services, including information regarding accommodation, exams, and further study options

IT Support Online – A new student webform has been launched to support students through a ticketing system to allow quick and efficient technical 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

SCHOOL OF ARTS

Within DBS, the School of Arts is the centre of excellence for humanities and arts programmes. Our students study for degrees in areas ranging from psychology to film and media to the social sciences, to name but a few. Whether you are thinking of studying to become a professional psychologist or working in the social sciences, or whether your ambition is to become a filmmaker, journalist, critic, writer or researcher, DBS School of Arts is the right choice for you. The academic faculty who will guide you in your learning experience are themselves active researchers and professionals in their specialised fields.

Several of our programmes also have professional standing, such as the BA (Hons) in Psychology which was the first programme of its kind in an independent college to be recognised by the Psychological Society of Ireland (PSI). It is also unique in providing the opportunity to study the field of psychoanalysis within the context of a psychology degree. DBS School of Arts is located in several buildings in the centre of Dublin city. If you find yourself making films in our state-of-the-art studio, conducting experiments in our bio-feedback labs or performing a play with our drama society, you will be learning in an open and dynamic education environment in the heart of a global city.



BA (Hons) in Arts

What is a Bachelor of Arts'?

The Bachelor of Arts (Honours) degree is a contemporary version of a traditional arts programme offering an attractive and useful combination of broad humanistic education, significant subject specialisation, and a practical focus on the development of key skills and competencies transferrable to a broad range of future educational and career-related options. At the core of the programme lie six elective subject streams from which you choose your study options and which take you from an introductory level encounter with the essential concerns and methodologies of an academic discipline through to an exploration of its contemporary condition and limits. Alongside this lie a series of core mandatory modules which are dedicated to building your academic skills and competence and which broadly link your specialised learning and development to a critical understanding of the world around us and to the opportunities it offers on graduation from the programme. The programme is therefore designed to cater for a very broad range of interests, needs and ambitions. It will appeal equally to those with an existing interest or passion for particular arts or social sciences disciplines and to those in search of new interests or directions for the future; in either case, students will receive a very good general education that will significantly enhance their knowledge, understanding, intellectual sophistication and career possibilities.

Aims and Objectives

The primary philosophical aim of the Bachelor of Arts (Honours) programme is to prove the truth of the famous Socratic dictum that 'the unexamined life is not worth living'; or, rather, stating it more positively, to at least show that the examination of life through the prism of ideas and the gathering of learning is a hugely enriching and valuable experience that can change your life for the better. Beyond that, and in its more applied dimensions, the programme aims to demonstrate that academic learning has a practical use: that the broad knowledge, intellectual sophistication and independence it fosters is of use value in many different ways, importantly including the opening of various new avenues for work and career related development. The objectives of the programme can be broadly summarised as follows:

- ▶ To provide knowledge and understanding of the history, central concepts and theories of a range of arts subjects.
- ▶ To provide extensive knowledge and understanding of the history, concerns, methods, and approaches of specialised arts subjects, together with an exploration of their contemporary condition.
- ▶ To enable the development of technical, creative, research or conceptual skills and tools across a range of arts subjects, with specialisation in the skills and tools pertinent to selected subjects.
- ▶ To enable the transfer of skills and understandings between academic subjects and to issues and problems outside of the specified syllabi of the programme.

- ▶ To enable the development of skills of project, time and resource management within a broad range of subject related activities and exercises.
- ▶ To develop learning skills and promote active learning in a range of situations and contexts.
- ▶ To offer the opportunity for progression to further programmes of education and training and to a range of employment options.

Programme Structure

This is a three-year programme divided into three levels and involving a number of internal options or pathways. Students take one of two Common Foundations Years in its entirety, and then focus their studies into two specialised subject streams.

At point of entry to the programme, **Year 1**, students choose between Common Foundation Years A or B, each of which feature slightly different combinations of modules introducing the key concerns and methodologies of four academic subjects or disciplines. In addition, students pursue a year-long course in academic skills and methods which aims to foster intellectual confidence and competence under close guidance from academics, and a project module which aims to foster creativity and team work between learners.

Awarding Body

Quality & Qualifications Ireland (QQI)

Award Level

8 (Honours Bachelor Degree)

Award Type

Major

Course Length

3 Years

CAO Code

DB561

Entry Requirements

2 H5s + 4 O6/H7s, to include English or another language

Application Procedure

Application through CAO

At **Year 2** students select two subject streams to form the basis of their studies up to the end of the degree. Each stream offers a sequence of modules that build on the knowledge and intellectual skills introduced at Year 1 and develop the students' interests and knowledge across a wide range of specialised historical and theoretical areas within the discipline. At this level students also pursue a year-long interdisciplinary module designed to do the very important work of linking learning across disciplines and into the contemporary world, and two semester-long modules which link learning to the field of work and careers.

Year 3 provides a further two modules from two subject streams that extend the students' understanding of the theory, conceptual frameworks and contemporary practice of the disciplines to a high level. At Year 3 students also undertake a supervised research project, the Arts Undergraduate Thesis, which aims to be the climax and culmination of their studies and the forum in which they demonstrate and showcase their attainment of the intellectual independence and self-directed learning skills that are the outcome of this programme.

In this way, each level thus incrementally builds the students' skills and increases the level of challenge across the span of the programme.

Transfer Learners

Learners holding relevant qualifications at Level 7 may qualify for entry to the final year of this degree.

Teaching and Assessment

The Bachelor of Arts (Honours) is taught through a wide variety of methods, ranging from traditional lectures, to discussion based seminars and tutorials, to practical writing and research workshops, and both individual and group projects and activities. However, always our focus is significantly student-centred and founded primarily on problem-based exploratory learning. Assessment is delivered through a combination of coursework and examination, with a significant leaning toward coursework on most modules. Coursework includes essays, case studies, individual and group presentations, practical projects, exhibitions, field trips, and a research thesis.

Career Opportunities

The course will be of use to those interested in pursuing a career in any area of work that requires high order skills of written expression, oral presentation, and conceptual and critical analysis. It is good preparation for working in education, the arts, the media industries, library and information work, and a range of business contexts. Graduates from the programme are currently working in the film, radio and theatre industries, teaching, lecturing, advertising, business, the health services, government, the media and a range of other areas. The course also has an excellent record of inspiring students to go on to further study, with progression onto Masters programmes in related subject areas being one of the most popular choices with our graduates.

Year 1 Modules	War & Peace in the Twentieth Century I	War & Peace in the Twentieth Century II	Psychological Foundations	Film Studies Today	Introduction to Drama & Theatre	Introduction to Literature (Fiction & Poetry)	Introduction to Sociology	Digital Photography	The Arts Learning Lab
Students choose either Common Foundation Year (CFY) A or B, and all elements of the selected CFY are mandatory.									
CFY A	█	█	█	█	█	█	█	█	█
CFY B	█	█	█	█	█	█	█	█	█

Year 2 Core Modules	Issues in Contemporary Life and Culture	Employability Skills	Innovation and Entrepreneurship for Arts Students		

At the beginning of Year 2, students choose two of the following elective streams. Each stream is worth 20 ECTS. All elements of the selected streams are mandatory once they are chosen.

Streams	Film Studies	History	Literature & Drama	Sociology	Psychology
New Waves in European and World Cinema					
Documentary and Non-Fiction Film and Television					
From Enlightenment to Revolution: America, France & Ireland 1715-1800					
The Making of Modern Ireland I					
The Making of Modern Ireland II					
Shakespeare and Renaissance Drama					
Literature in Contexts I: The Eighteenth Century and Romanticism					
Literature in Contexts II: The Nineteenth Century and Modernism					
Modern Drama					
Economic Sociology					
Critical Concepts in Sociology					
Exploring Political Issues in Ireland					
Social Psychology					
Personality and Psychoanalytic Subjectivity					
Development Across the Lifespan: Adolescence to Adulthood					

Year 3: Award Core Modules	Arts Undergraduate Thesis				

The elective streams chosen in Year 2 carry on into Year 3. All elements of the selected streams are mandatory, with the exception of Year 3 Psychology which offers a series of internal options and requires learners to choose four electives.

Streams	Film Studies	History	Literature & Drama	Sociology	Psychology
Contemporary Cinemas					
Film Theory & Criticism					
The Age of Extremes: Fascism, communism & democracy 1919-45					
From History Student to Historian: Researching & Writing History					
Northern Ireland					
Contemporary British and Irish Drama					
Twentieth Century Irish Literature					
Critical and Cultural Theory					
Contemporary Fiction & Poetry					
Families, Intimacy and Personal Life					
Globalisation and Culture					

Any four of the following elective options:					
Hysteria					
Psychoanalysis & Language					
Sexuality I					
Sexuality II					
Organisational Psychology					
Human Performance					
Health Psychology					
Abnormal Psychology					

BA (Hons) in Social Science

Awarding Body

Quality & Qualifications Ireland (QQI)

Award Level

8 (Honours Bachelor Degree)

Award Type

Major

Course Length

3 Years

CAO Code

DB566

Entry Requirements

2 H5s + 4 O6/H7s, to include Mathematics & English or another language

Application Procedure

Application through CAO

What is Social Science?

Whether your interest is in progressing towards a career in the field of social work, professional social research or policy analysis, or whether you are interested in a broad-based undergraduate education, the BA (Hons) in Social Science is the degree for you. Social Science is the interdisciplinary study of human society. It draws upon disciplines such as sociology, psychology, anthropology and applied social studies such as social policy analysis and social work. The hallmark of the BA (Hons) in Social Science is to provide the intellectual rigour of the older disciplines and to emphasise the practical aspects of social science research.

Aims and Objectives

From social policy and aging to language and crime, learners will be challenged to think in a rigorous and scientific way about social processes, institutions and policies. From the first to the final year of the programme there is a consistent emphasis on training learners to carry out their own research and to critically challenge the world around them.

Programme Structure

This is a three-year programme. The programme is divided into three levels and students take the programme in its entirety.

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

In **Year 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.

Transfer Learners

Learners holding relevant qualifications at Level 7 may qualify for entry to the final year of this degree. Currently DBS's BA Social Studies programme offers one such pathway for progression.

Teaching and Assessment

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



Career Opportunities

The social science research methods components of this programme will also equip learners with the skills for work in a variety of research contexts, for example on funded research projects. Non-governmental organisations, the communications industry and the emerging information sector have also shown high levels of demand for graduates trained in social scientific research methods.

Employment opportunities for social science students include:

- ▶ Social Work
- ▶ Social Inclusion Coordinator
- ▶ Voluntary and Not-For-Profit Sector
- ▶ Advocacy, Rights and Equality
- ▶ Housing Services
- ▶ Research and Policy
- ▶ Psychotherapist

Social Science is also rated in the top five subjects of study which offers pathways to employment in the following areas.

- ▶ Law
- ▶ Marketing and Finance
- ▶ Public Service
- ▶ Logistics & Transport
- ▶ Online Retail Services and Telecoms

Graduates of this programme are also eligible to apply for various Postgraduate programmes at DBS.

- ▶ Higher Diploma in Arts in Psychoanalytic Studies
- ▶ Higher Diploma in Arts in Psychology (PSI accredited)
- ▶ Higher Diploma in Counselling and Psychotherapy
- ▶ Master of Arts (MA) in Addiction Studies

Programme Content

Year 1

- ▶ Introduction to Sociology
- ▶ Criminology
- ▶ Psychology for Social Science
- ▶ Social Policy: Historical and Cultural Perspectives
- ▶ Introduction to Quantitative Research Methods
- ▶ Introduction to Qualitative Research Methods
- ▶ Skills For Personal Success
- ▶ Learning to Learn in Social Sciences

Year 2

- ▶ Economic Sociology
- ▶ Exploring Political Issues in Ireland
- ▶ Counselling Theory and Group Facilitation Skills
- ▶ Social Care, Social Justice and the Caring Professions
- ▶ Critical Concepts in Sociology
- ▶ Qualitative Research and Data Analysis
- ▶ Quantitative Research and Data Analysis
- ▶ Employability Skills
- ▶ Social Science In Action Project

Year 3: Award

- ▶ Social Science Research Project
- ▶ Globalisation and Culture
- ▶ Sociology of Families, Intimacies and Personal Life
- ▶ Social Policy – Contemporary Implementation
- ▶ Social Policy – Poverty and Social Inclusion
- ▶ Exploring Social Theories
- ▶ Employability in Action
- ▶ Lifelong Learning

BA (Hons) in Psychology (PSI accredited)

Awarding Body

Quality & Qualifications Ireland (QQI)

Award Level

8 (Honours Bachelor Degree)

Award Type

Major

Course Length

3 Years

CAO Code

DB562

Entry Requirements

2 H5s + 4 O6/H7s, to include Mathematics & English or another language

Application Procedure

Application through CAO



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 Psychology programme in DBS School of Arts was the first non-university degree to be accredited by the Psychological Society of Ireland (PSI). PSI is the professional body for psychology in Ireland. As such, it seeks to promote the science and profession of psychology in Ireland and beyond. The programme is also accredited by the British Psychological Society (BPS).

Programme Structure

This is a three-year programme. The programme is divided into three levels. All content in Years 1 and 2 is mandatory, while there are two elective streams in addition to mandatory content in Year 3.

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

In **Year 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.

Teaching and Assessment

The BA (Hons) in Psychology is taught mainly through lectures, tutorials and practical laboratory classes, with learners taking responsibility for a significant amount of study outside the scheduled class contact times. 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. Sample assessment activities will include essays, multiple-choice questionnaire, short answer in-class exam, oral presentation, group work, poster presentations and formal examinations. The majority of subjects are assessed through a combination of coursework and examination.

Career Opportunities

Postgraduate qualification is normally required if graduates are to find work as professional psychologists. Such courses can be at Masters degree, Higher Diploma or Doctorate level, with further time investment necessary. The full range of specialist areas described above can be studied. Graduates are also eligible to undertake many postgraduate courses and/or research in related areas such as social and cultural studies or health sciences.

Clinical Psychology

Clinical psychologists work in health settings, engaging in diagnostic and therapeutic work with people with conditions such as schizophrenia and depression. They often work in teams alongside other health professionals including social workers, psychiatrists and doctors, in order to tailor treatment that best serves the needs of the patients.

Counselling Psychology

Counselling psychologists work with people who have emotional and psychological difficulties in their daily lives, seeking to guide, support and advise people through their problems. They can work in health settings and in other institutions (such as schools) or they can work in private practice seeing members of the general public.

Educational Psychology

Educational psychologists often work with schools under government of local authority supervision, assisting students with learning, emotional, behavioural or other difficulties. Some educational psychologists work at the highest levels of the education system, designing and reforming the national curriculum to make it more effective, fairer and more useful to students and society. Others specialise in related areas such as special needs or adult education.

Forensic Psychology

Forensic psychologists often work in the Prison Service. However, forensic psychologists may also work in the health service (including rehabilitation units and secure hospitals), the social service (including An Garda Síochána and young offender units) and in university departments or in private consultancy. Forensic psychologists also act as expert witnesses and give evidence in court.

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 2000 members, and includes practitioners, educators and researchers, professionals and postgraduate students, as well as undergraduate subscribers.



Programme Content

Year 1

- ▶ Psychological Foundations
- ▶ Introduction to Psychoanalysis
- ▶ Data Analysis and Computing
- ▶ Foundations in Social Psychology
- ▶ Developmental Psychology
- ▶ Foundations of Biopsychology
- ▶ Fundamentals of Cognitive Psychology
- ▶ Learning to Learn
- ▶ Communications for Personal Success

Year 2

- ▶ Modelling Cognitive Systems
- ▶ Fundamentals of Biopsychology
- ▶ Development Across the Lifespan: Adolescence and Adulthood
- ▶ Social Psychology
- ▶ Psychological Research Methods
- ▶ Quantitative & Qualitative Analysis
- ▶ Personality and Psychoanalytic Subjectivity
- ▶ Employability Skills
- ▶ Innovation

Year 3: Award

- ▶ Research Project (M)
- ▶ Neuropsychopharmacology (M)
- ▶ Behaviour Science (M)
- ▶ Employability in Action (M)
- ▶ Lifelong Learning (M)

Learners have the option of studying 4 psychoanalysis modules at award stage. These are:

- ▶ Hysteria
- ▶ Psychoanalysis and Language
- ▶ Sexuality 1
- ▶ Sexuality 2

If learners chose the 4 Psychoanalysis modules above they do not take the following four Psychology modules.

- ▶ Organisational Psychology
- ▶ Human Performance
- ▶ Health Psychology
- ▶ Abnormal Psychology

BA (Hons) in Film

Awarding Body

Quality and Qualifications Ireland (QQI)

Award Level

Level 8 (Honours Bachelor Degree)

Award Type

Major

Course Length

3 Years

CAO Code

DB567

Entry Requirements

2 H5s + 4 O6/H7s, to include English or another language

Application Procedure

Application through CAO

Programme Content Year 1

- ▶ Hollywood Cinema
- ▶ European and World Cinemas
- ▶ Communications for Personal Success
- ▶ Learning to Learn
- ▶ Film Studies Today
- ▶ Digital Photography
- ▶ Introduction to Digital Filmmaking

Year 2

- ▶ Style, Stardom and Performance
- ▶ New Waves in European and World Cinema
- ▶ Scriptwriting, Production and Development
- ▶ Film Craft
- ▶ Documentary and Non-Fiction Film and Television
- ▶ Employability Skills
- ▶ Innovation

Year 3: Award

- ▶ Final Year Projects
- ▶ Film in the Digital Age
- ▶ Film Theory and Criticism
- ▶ Cultures and Contexts
- ▶ Contemporary Cinemas
- ▶ Employability in Action
- ▶ Lifelong Learning

Do YOU want to direct a film? Write a script? Edit? Become a film critic? Curate a film festival? Take a photograph? Organise an exhibition? Understand Hollywood? Study your favourite director? Consider the relationship between film and television? Film and gaming? Study in a vibrant creative environment? Have a bright future?

If your answer is YES then why not study **Film@DBS**?

Aims and Objectives

The BA (Hons) in Film programme has been designed to enable you to understand the study of film as an ongoing exploration of an extraordinarily diverse set of related audiovisual practices.

The programme is made up of three interlocking elements, the critical, the practical, and the developmental.

The Critical

You have the opportunity to develop an ongoing and deepening relationship with the critical, theoretical, historical, technological and other relevant debates that take Film as their starting point.

The Practical

You will undertake a wide range of practical activities including digital filmmaking, editing and post-production, sound, lighting, digital photography, scriptwriting, and organising film festivals, exhibitions and installations.

The Developmental

The BA (Hons) in Film also helps you develop a very wide range of transferable skills that prepare you for life after graduation.

Programme Structure

This is a three year programme. The programme is divided into three years and students take the programme in its entirety.

Year 1

The programme introduces you to the key critical and practical concepts that underpin the study of film. Introductions to digital photography and digital filmmaking allow you to begin developing skills in image composition, framing, storytelling, lighting, sound design, editing and data management. At the same time you will also embark upon an exploration of the development of cinema. Presented with major milestones in the history of Hollywood, European and World cinema, you will begin to understand the origins of today's cinema. The first year of the programme also allows you to start developing relevant work-related employability skills.

Year 2

The programme allows you to develop the skills and knowledge you acquired in Year One. The filmmaking skills you developed are now further enhanced as you learn how to write scripts, produce and develop low-budget short films. You will also gain real employability-related experience in fundraising, promotion innovation and entrepreneurship. At the same time you will also study the development of film style and consider how a director's vision contributes to the making of a film. Other issues like cinematography and editing are also explored in greater detail.

Furthermore, you will also consider how television, gaming and technology have all contributed to the development of the medium. At all times you will be encouraged to further develop your practical filmmaking skills through the production of video essays, sound, editing and other audiovisual projects.

Year 3

The programme allows you to really focus on the strengths, skills and knowledge you have developed so far. We will provide practical employability-related workshops and activities specifically designed to make sure that your next step is a significant one. Your in-depth study of the medium comes right up to date as we examine the latest issues in filmmaking from a wide range of relevant perspectives. During this year you are encouraged to continue developing your filmmaking skills through the production of group and individual audiovisual projects. You can also sharpen your critical and theoretical approaches by managing a wide range of self-directed writing projects.

Teaching and Assessment

You undertake a wide range of assessment activities including academic exercises, issue summaries, literature reviews, journals, essays, critical journals, case studies, site reports, reviews, group projects, presentations, organising exhibitions and festivals. You will also get the chance to produce a wide range of digital content including short films, documentaries, experimental films, music videos, information films and installations.

Further Career and Study Options

There is a wide range of destinations available to graduates from the BA (Hons) in Film. Recent graduates have undertaken further study at TCD, NUI Galway, Smurfit School of Business, University College London and Filmbase. Other graduates have become freelance film critics, producers, directors and scriptwriters. Other graduates have set up their own production companies. With its wide range of academic, industrial and professional relationships, the BA (Hons) in Film is the perfect platform for a career in the cultural and creative industries.



Richard Bolger, BA (Hons) in Film

"My time at Dublin Business School undertaking the BA in Film Studies was the most influential part of my learning experience. Since entering into the world of work in the film industry the original elements of film-making were eagerly brought into my life by the wonderful teaching staff during the course. Their eagerness and enthusiasm for film inspired an enthusiasm for me that still exists strongly to this day. Understanding the past is the best way to deal with the present and the teaching of film-makers who started the industry to the film-makers who have made it what it is, the course gives such an insight into the reasons why film continues to thrive. Being a part of the course has been hugely important in what I do on a day to day basis."

Write a script?

BA (Hons) in Journalism

Awarding Body

Quality & Qualifications Ireland (QQI)

Award Level

Level 8 (Honours Bachelor Degree)

Award Type

Major

Course Length

3 Years

CAO Code

DB565

Entry Requirements

2 H5s + 4 O6/H7s, to include English or another language

Application Procedure

Through the CAO

What is Journalism?

This degree course in journalism provides a broad general education, both in the major areas covered in the discipline of journalism itself and through complementary subjects that will develop the student's ability to think critically about journalism, home and abroad. You will gain practical skills in print, broadcasting and online media technologies as well as a comprehensive understanding of the general culture in which journalism is practiced in Ireland and Europe. The course also develops communication, teamwork, and workplace skills. It will develop an awareness of both the ethical issues facing journalists and the responsibilities and roles of the journalist in society. The course delivers a range of transferable skills including computing, communication and research as well as theoretical, writing and editing skills.

Our journalism course is designed to provide a qualification that meets the needs of the media industry in Ireland. The course includes the legal and cultural context within which journalism is practiced as well as practical skills.

Aims and Objectives

The programme seeks to provide students with the combination of key journalistic skills, a broad knowledge and understanding of professional practice, and the personal knowledge and flexibility that will allow them to successfully find employment in a number of industry areas. The overall aim of the programme is to achieve three general objectives:

- ▶ To provide students with a broad range of journalistic skills and intensive training in a number of key media areas
- ▶ To provide students with the knowledge and understanding of professional practice that will allow them to operate effectively within the industry or related industries
- ▶ To provide students with a solid digital journalism skillset which will allow them to gain employment in the online media marketplace.

Programme Structure

This is a three year programme. The degree is divided into three levels and students take the programme in its entirety.

At **Year 1**, students are introduced to the basic elements and skills of journalism in addition to a range of cognate disciplines. The routines of journalistic practice are introduced in Basic News Reporting, which teaches students how to structure and write news stories. Students learn foundational sound and vision skills in Introduction to Broadcasting.

In other subjects, they are given a thorough grounding in old and new media history, computer skills, web development, and digital photography. In addition, students also take two modules, Learning to Learn and Communication for Personal Success, which introduces them to the academic conventions of higher education, and core principles of communication. Both are learner-centred modules which develop academic awareness, communication skills, research skills and encourages learner participation.

At **Year 2**, students develop their writing and critical thinking abilities and receive training in specialised areas including feature writing/freelance journalism, shorthand, copy-editing, design and layout. In addition to production skills at Year 2 students develop their understanding of the media landscape, dealing with subjects such as Public Affairs and the legal and ethical dimensions of modern media. Students also get the opportunity to learn more about the multimedia requirements of the modern journalist.

At **Year 3**, students will be in a position to consolidate the knowledge they have gained so far. Advanced news and broadcast journalism techniques are taught, and specialist areas such as magazine, entertainment and social media reportage are also examined. New media journalism is covered in year three with the complementary modules, Online Journalism and Online Analytics.

Students also undertake a final year project, which allows them to explore a detailed journalistic investigation of their choosing.

Teaching and Assessment

The BA (Hons) in Journalism degree offers a balance of practical and analytical tasks, with the emphasis on attaining a broad knowledge of the many facets of the discipline. Throughout the course modules are assessed by a combination of coursework and examination, or by coursework alone. Coursework includes essays, written news stories, feature writing, case studies, individual and group presentations, timed shorthand assessments, practical projects and a dissertation.

Further Career and Study Options

This degree prepares students for a wide range of careers in newspaper, magazine, broadcast and new media, as well as other professional positions in communications, marketing and public relations. Our graduates have gone on to work in a wide range of media-related careers.

Programme Content Year 1

- ▶ Digital Photography
- ▶ Introduction to Broadcasting
- ▶ Ireland's Media
- ▶ Information Technology for Journalism
- ▶ Web Development
- ▶ Communication for Personal Success
- ▶ Learning to Learn
- ▶ Basic News Reporting
- ▶ Digital Media History

Year 2

- ▶ Media Law and Ethics
- ▶ Layout and Design
- ▶ Multimedia Journalism
- ▶ Feature Writing and Freelance Journalism
- ▶ Employability Skills
- ▶ Innovation and Entrepreneurship
- ▶ Shorthand
- ▶ Public Affairs

Year 3: Award

- ▶ Journalism Project
- ▶ Advanced News and Broadcast Methods
- ▶ Entertainment Journalism
- ▶ Journalism Expertise
- ▶ Employability in Action
- ▶ Lifelong Learning
- ▶ Online Analytics
- ▶ Online Journalism
- ▶ Magazine Production

A qualification that meets the needs of the media industry in Ireland.

BA (Hons) in Applied Social Care*

Awarding Body

Quality & Qualifications Ireland (QQI)

Award Level

8 (Honours Bachelor Degree)

Award Type

Major

Course Length

4 Years

CAO Code

DB527

Entry Requirements

2 H5s + 4 O6/H7, to include Mathematics & English or another language

Application Procedure

Application through CAO

Programme Content Year 1

- ▶ Professional Practice 1: Intro to Practical Care Skills
- ▶ Learning to Learn
- ▶ Social Care in Practice
- ▶ Social Policy and Law for Social Care 1
- ▶ Psychology through the Lifespan
- ▶ Mental Health Awareness
- ▶ Sociology for Social Care

Year 2

- ▶ Psychology through the Lifespan 2
- ▶ Social Policy and Law for Social Care 2
- ▶ Working with Intellectual and Physical Disability
- ▶ Health Promotion Awareness
- ▶ Professional Practice 2: Therapeutic Approaches in the Caring Professions
- ▶ Placement

What is Social Care?

Whether your interest is in progressing towards a career in the field of social care or in working with those in a care setting, with mental or physical disability, the homeless, or those or those dealing with the challenge of addiction, the BA (Hons) in Applied Social Care is the degree for you. The Bachelor of Arts (Honours) in Applied Social Care provides teaching of theoretical concepts applied to social care practice. It was developed in response to the needs of the social care sector in the context of the professionalisation of social care work and includes both theoretical and practice components. The hallmark of the programme is to provide the intellectual rigour of the disciplines and to emphasise the practical aspects of working in a social care environment.

From social skills and social policy, learners will be challenged to think in a rigorous and scientific way about management theory, social processes, institutions, policies and regulatory procedures. From the first to the final year of the programme there is a consistent emphasis on theory and practical skills that puts the client at the centre of all practice.

Aims & Objectives

The aims of the BA (Hons) in Applied Social Care are:

- ▶ To provide a programme which combines academic depth with appropriately rigorous skills training in the area of social care management,
- ▶ To facilitate learner knowledge of professional social care practice and the management roles in the social care profession,
- ▶ To enable learners to integrate their practical and theoretical knowledge with advanced management skills specifically in a social care context,
- ▶ Provide graduates with the underpinning academic knowledge to enhance their educational and employment opportunities and provide social care management skills that will be of lasting value to them.

Programme Structure

This one year add-on (Level 8) is designed for graduates with a Level 7 award who wish to further their Applied Social Studies education. Specifically the BA (Hons) adds to the skills from the Level 7 with the addition of management skills. It is a necessary qualification for those wishing to pursue Postgraduate studies.

Transfer Learners

Learners holding relevant qualifications at Level 7 may qualify for entry to the final year of this degree. Currently DBS's BA Applied Social Care programme offers one such pathway for progression. Learners wishing to transfer to second or third year would need to provide evidence of having acquired the requisite practical skills training, or will need to complete this in advance of entry.

Teaching and Assessment

Course work is broken down into the following components, some of which are used in each module:

- ▶ Assignment
- ▶ Practical work, including skills demonstrations
- ▶ Production of care plans
- ▶ Report writing and record keeping exercises
- ▶ Research tasks
- ▶ Presentation (individual and group)
- ▶ Reflection
- ▶ In class tests and MCQs
- ▶ Poster presentation
- ▶ Analysis of case studies

Career Opportunities

The BA (Hons) in Applied Social Care will equip learners with the skills for work in a variety of social care contexts. Both government and private sector have shown high levels of demand for graduates trained in applied social care. Graduates may take up employment by the state or private sector and in community-based organisations.

Social care workers may work with:

- ▶ Children and adolescents in residential care
- ▶ People with learning or physical disabilities
- ▶ People who are homeless
- ▶ People with alcohol/drug dependency
- ▶ Families in the community
- ▶ Older people
- ▶ Recent immigrants to Ireland

With the BA (Hons) in Applied Social Care graduates may also work in management positions in these areas.

* *Subject to validation*

Year 3

- ▶ Abnormal Psychology
- ▶ Social Psychology
- ▶ Social Policy and Law for Social Care 3
- ▶ Understanding Addiction
- ▶ Professional Practice 3: Team-Working and Facilitation Skills
- ▶ Sociology for Social Care 3
- ▶ Placement
- ▶ Students who successfully complete years 1 – 3 will receive a BA in Applied Social Care

Year 4: Award

- ▶ Management in Social Care
- ▶ Organisational Psychology
- ▶ Social Policy and Social Change
- ▶ Principles and Practice of Social Care Management
- ▶ Advanced Social Care Research Methods
- ▶ The Social Care Management Project



BA in Social Studies

Awarding Body

Quality & Qualifications Ireland (QQI)

Award Level

7 (Ordinary Bachelor Degree)

Award Type

Major

Course Length

3 Years

CAO Code

DB575

Entry Requirements

5 O6/H7s, to include Mathematics & English or another language

Application Procedure

Application through CAO

Programme Content Year 1

- ▶ Foundations of Sociology
- ▶ IT and Social Studies Project
- ▶ Social Policy-Cultural Ideology
- ▶ Introduction to Social Care Practice
- ▶ Psychology for Social Studies
- ▶ Skills For Personal Success in Social Studies
- ▶ Learning to Learn in Social Studies

Year 2

- ▶ Youth and Children Studies
- ▶ Sociology of Ireland
- ▶ Health Studies
- ▶ Contemporary Social Policy
- ▶ Foundation Quantitative Research Methods
- ▶ Foundation Qualitative Research Methods
- ▶ Employability and Skills for Social Studies

Year 3: Award

- ▶ Political and Economic Issues for Social Studies
- ▶ Interpersonal Communication: Group Facilitation and Counselling
- ▶ Crime, Society and Irish Law
- ▶ Gender and Sexuality
- ▶ Computing for Qualitative Research
- ▶ Computing for Quantitative Research
- ▶ Career Discovery in Action

What is Social Studies?

The Bachelor of Arts in Social Studies provides the academic basis for a wide range of employment opportunities for students who want to 'work with people'. The BA in Social Studies equips learners with a broad social science education enabling them to investigate, interpret and understand societal changes and forces often felt at the level of the community or the individual. This degree programme is aimed at those interested in the social sciences and at those interested in working in a range of jobs, including youth and community work, working with vulnerable individuals, special needs assistant, welfare support, particularly in the non-profit and private sectors.

Aims and Objectives

Learners will be introduced to social science research methods and theories. Other issues address from a social science perspective are social policy, political and economic issues in a societal context, human sexuality, and the psychology of the individual in a social and developmental context. Through the research methods modules in the course, learners are equipped with the skills to carry out their own research while developing their understanding of the ways in which data gathering and analysis informs social thought. The BA in Social Studies prepares students for work, alone or in teams, in contexts ranging from day care to community work or research management.

Programme Structure

This is a three-year programme. The programme is divided into three levels and students take the programme in its entirety.

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

In **Year 3**, students take subjects intended to develop understanding of applied areas and key subjects.

Transfer Learners

Learners holding relevant qualifications on the National Framework of Qualifications may qualify for entry to the second or third year of this programme.

Teaching and Assessment

The BA in Social Studies is taught mainly through lectures and tutorials, with learners taking responsibility for a significant amount of study outside scheduled class contact times. Assessment takes a variety of forms, including essays, reports learning journals and presentations, individual and group assignments and formal examinations.

Subjects are assessed through a combination of coursework and examination or coursework alone.

Further Career and Study Options

Employment opportunities for social studies graduates include the following:

- ▶ Fundraising
- ▶ Addiction Support
- ▶ Advocacy
- ▶ Rights & Equality
- ▶ Disability Support Officer
- ▶ Special Needs Assistant
- ▶ Adult Education Tutor
- ▶ Migrant Support
- ▶ Community & Welfare Support
- ▶ Youth Work
- ▶ Homeless services

Graduates of this programme may progress to the final year of the BA (Hons) in Social Science Level 8 programme at DBS.

This in turn can open a wide variety of potential career pathways to graduates who wish to pursue postgraduate study (at the level of Masters Degree or Higher Diploma) in areas such as Addiction Support & Rehabilitation, Counselling, Research and Policy, and Social Work.

BA in Journalism and Media

What is Journalism and Media?

This course introduces students to the world of media and journalism, its people, practices and processes. It offers students a broad grounding in the history and contemporary social role of the mass media and is designed to prepare students for careers in the expanding newspaper, broadcasting, magazine and online media industries. The programme offers a blend of practical training and theoretical study, enabling students to attain a critical understanding of the environment in which contemporary journalists operate.

Aims and Objectives

This programme will allow learners to develop a broad understanding of the role of the media and journalism within contemporary society. Learners will develop a range of practical skills such as writing, editing, design, layout, photography and desktop publishing skills. The programme will also give students an understanding and appreciation of the ethical issues facing media professionals. Furthermore, this programme will also enable learners to achieve the following outcomes: A practical understanding of the production methodologies of the media and communications industries; A developed awareness of the changing context of the media and communications industries and the consequent demands this makes on media professionals; wide-ranging knowledge of the legal, administrative and regulatory framework which governs the practice of media and journalism in Ireland.

Programme Structure

This is a three-year programme. The degree is divided into three levels and students take the programme in its entirety.

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

In **Year 3**, students take modules intended to develop understanding of applied areas and key subjects.

Teaching and Assessment

The assessment strategy for the BA in Journalism and Media focuses on the gradual acquisition of appropriate skills

and knowledge relevant to both the sector and the subject. Learners can expect to be assessed by a variety of methods appropriate to the acquisition and mastery of the skills and knowledge that underpin the programme.

Further Career and Study Options

The total number of careers for graduates with a degree in journalism has expanded in the last few decades to accommodate the national and international media explosion. Newspaper and magazine careers are attractive to many graduates with a degree in media and journalism because they allow fledgling writers the chance first to gain confidence and newspaper savvy. Online journalism jobs are becoming increasingly important and suitable for graduates with a degree in media and journalism who want to control their own work hours or work from home. Television and radio stations all need effective journalists to fill key news preparation and on-air positions. In recent years, traditional media sources such as print, radio and television have been facing increasingly stiff competition from the Internet, impacting media professionals/journalists and journalist salaries alike. Although some graduates may possibly go straight to work with a national station or newspaper, many can work in consumer or trade magazines, local press and radio or websites. Some graduates work freelance, while others move into related areas such as PR, marketing, multimedia, IT and general business.

Graduates from this programme may also seek transfer into Year 3 of the BA (Hons) in Journalism programme offered by Dublin Business School.

Awarding Body

Quality & Qualifications Ireland (QQI)

Award Level

7 (Bachelor Degree)

Award Type

Major

Course Length

3 Years

CAO Code

DB578

Entry Requirements

5 O6/H7s, to include English or another language

Application Procedure

Application through CAO

Programme Content Year 1

- ▶ New Horizons: Experience and Awareness
- ▶ Radio Production
- ▶ Digital Imaging
- ▶ IT Skills for Journalists
- ▶ Investigating the Media
- ▶ Introduction to Online News

Year 2

- ▶ Communication for Success
- ▶ Exploring Popular Culture
- ▶ Audio Software and Systems
- ▶ Digital Feature Writing
- ▶ Journalism and the Law
- ▶ Multimedia Tools
- ▶ The World of Work

Year 3: Award

- ▶ Innovation and Entrepreneurship
- ▶ Media and Identity
- ▶ Broadcasting in Action
- ▶ Principles of Shorthand
- ▶ Online News Writing
- ▶ Final Year Portfolio
- ▶ Employability Skills

BA in Film and Media

Awarding Body

Quality & Qualifications Ireland (QQI)

Award Level

7 (Ordinary Bachelor Degree)

Award Type

Major

Course Length

3 Years

CAO Code

DB576

Entry Requirements

5 O6/H7s, to include English or another language

Application Procedure

Application through CAO

Programme Content Year 1

- ▶ New Horizons: Experience and Awareness
- ▶ Radio Production
- ▶ Digital Imaging
- ▶ Digital Film Production
- ▶ Investigating the Media
- ▶ The Moving Image

Year 2

- ▶ Communication for Success
- ▶ Exploring Popular Culture
- ▶ Audio Software and Systems
- ▶ Contemporary Film and Television
- ▶ Scriptwriting and Development
- ▶ Multimedia Tools
- ▶ The World of Work

Year 3: Award

- ▶ Innovation and Entrepreneurship
- ▶ Media and Identity
- ▶ Broadcasting in Action
- ▶ Documenting Visual Culture
- ▶ Graduate Film Workshop
- ▶ Final Year Portfolio
- ▶ Employability Skills

What is Film and Media?

The BA in Film and Media programme is an opportunity for you to spend three years developing skills and expertise in Film, Television, Radio, Photography and other aspects of Digital Culture. You will also acquire a broad understanding of the various ways in which the contemporary audiovisual media impact on our relationship with the World. The BA Film and Media is a dynamic, practical and vocational programme that will not only allow you to develop existing interests while also help you develop new ones.

Aims and Objectives

Whether making films, radio programmes, creating photographic portfolios, or studying the latest developments in digital culture the BA Film and Media will help you develop a dynamic relationship with the contemporary audiovisual sector. The programme offers you the opportunity to develop a wide range of skills that are suitable for a variety of career paths and destinations in and around the audiovisual sector. During your three years on the programme you will be exposed to a wide range of industry-facing and workplace-aware audiovisual production, post-production and other allied practical and academic practices in the fields of film and media. You will also be able to develop key transferable skills such as self-direction, teamwork, time and project management, networking, entrepreneurship, diplomacy, tact and negotiation. The BA Film and Media will also prepare you for the workplace whilst also providing a great platform for further study and personal development.

Programme Structure

This is a three-year programme. The degree is divided into three levels and students take the programme in its entirety.

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

In **Year 3**, students take subjects intended to develop understanding of applied areas and key subjects.

Transfer Learners

Learners holding relevant qualifications at Levels 5 and 6 on the National Framework of Qualifications may qualify for entry to the second or third year of this programme.

Teaching and Assessment

The BA in Film and Media offers learners the opportunity to be assessed by a variety of different methods. These will range from written reports, essays, presentations, and formal examinations to involvement in group projects.

Further Career and Study Options

Successful graduates from the programme will possess a wide range of transferable skills and disciplines that make them attractive to employers. Graduates from this programme will also be well-placed to continue their academic progression on the QQI Framework. Graduates of this programme may also progress to the final year of the Level 8 programme the BA (Hons) in Film.



BA in Applied Social Care*

What is Social Care?

Social Care involves working with those in a care setting, with mental or physical disability, the homeless, or those dealing with the challenge of addiction. The Bachelor of Arts in Applied Social Care provides teaching of theoretical concepts applied to social care practice, along with intensive training by experienced professionals in the practical skills required to work in the caring professions (e.g. in first aid, manual handling, hygiene/Infection control, child protection training and therapeutic crisis intervention). It was developed in response to the needs of the social care sector in the context of the professionalisation of social care work and includes both theoretical and practice components. The hallmark of the programme is to provide the intellectual rigour of the disciplines and to emphasise the practical aspects of working in a social care environment.

From social skills and social policy, learners will be challenged to think in a rigorous and scientific way about social processes, institutions, policies. From the first to the final year of the programme there is a consistent emphasis on theory and practical skills that puts the client at the centre of all practice. All learners will complete supervised practice placements in years 2 and 3.

Aims & Objectives

The aims of the BA in Applied Social Care are:

- ▶ To provide a programme which combines academic depth with appropriately rigorous skills training in the area of social care management.
- ▶ To facilitate learner knowledge of professional social care practice and the management roles in the social care profession.
- ▶ To enable learners to integrate their practical skills and theoretical knowledge with advanced management training specifically in a social care context.
- ▶ Provide graduates with the underpinning academic knowledge to enhance their educational and employment opportunities and provide social care management skills that will be of lasting value to them.

Teaching and Assessment

Course work is broken down into the following components some of which are used in each module:

- ▶ Assignment
- ▶ Practical work, including skills demonstrations
- ▶ Production of care plans
- ▶ Report writing and record keeping exercises
- ▶ Research tasks
- ▶ Presentation (individual and group)
- ▶ Reflection
- ▶ In class tests and MCQs
- ▶ Poster presentation
- ▶ Analysis of case studies

Programme Structure

This is a four year programme which can be completed on a part-time or full-time basis.

Career Opportunities

The BA in Applied Social Care will equip learners with the skills for work in a variety of social care contexts. Both government and private sector have shown high levels of demand for graduates trained in applied social care. With the advent of the CORU guidelines, there will be a greater need for social care practitioners to be qualified to Level 7. Graduates may take up employment by the state or private sector and in community-based organisations. Social care workers may work with:

- ▶ Children and adolescents in residential care
- ▶ People with learning or physical disabilities
- ▶ People who are homeless
- ▶ People with alcohol/drug dependency
- ▶ Families in the community
- ▶ Older people
- ▶ Recent immigrants to Ireland; and others

With the addition of the BA (Hons) in Applied Social Care Level 8 graduates may work in management positions in these areas.

Students who successfully complete the BA in Applied Social Care have the option of progressing on to year 4 of the BA (Hons) in Applied Social Care.

Next Steps

Before making an application please ensure you are aware of all our entry requirements. Note that all learners will be required to submit to vetting by An Garda Síochána. A criminal conviction in Ireland or abroad may impact on securing of a placement and on the ability to secure employment in the social care profession. Vetting will be need to be undertaken for each placement setting.

Awarding Body

Quality & Qualifications Ireland (QQI)

Award Level

7 (Bachelor Degree)

Award Type

Major

Course Length

3 Years

CAO Code

DB528

Entry Requirements

5 O6/H7s, to include Mathematics & English or another language

Application Procedure

Application through CAO

Programme Content Year 1

- ▶ Professional Practice 1: Intro to Practical Care Skills
- ▶ Learning to Learn
- ▶ Social Care in Practice
- ▶ Social Policy and Law for Social Care 1
- ▶ Psychology through the Lifespan
- ▶ Mental Health Awareness
- ▶ Sociology for Social Care

Year 2

- ▶ Psychology through the Lifespan 2
- ▶ Social Policy and Law for Social Care 2
- ▶ Working with Intellectual and Physical Disability
- ▶ Health Promotion Awareness
- ▶ Professional Practice 2: Therapeutic Approaches in the Caring Professions
- ▶ Placement

Year 3: Award

- ▶ Abnormal Psychology
- ▶ Social Psychology
- ▶ Social Policy and Law for Social Care 3
- ▶ Understanding Addiction
- ▶ Professional Practice 3: Team-Working and Facilitation Skills
- ▶ Sociology for Social Care 3
- ▶ Placement

* Subject to validation

Higher Certificate in Arts

Awarding Body

Quality & Qualifications Ireland (QQI)

Award Level

6 (Higher Certificate)

Award Type

Major

Course Length

2 Years

CAO Code

DB563

Entry Requirements

5 O6/H7s, to include English or another language

Application Procedure

Application through CAO

Programme Content Year 1

- ▶ History and Politics
- ▶ Literature and Film
- ▶ Media and Journalism
- ▶ Social Science and Psychology
- ▶ The Certificate Learning Lab
- ▶ The Certificate Project
- ▶ Careers Discovery

Year Two: Award

- ▶ At the beginning of Year 2, learners choose one of the following elective subject strands. All elements of the selected strand are mandatory once they are chosen. Learners also take three mandatory common modules.

Core Modules

- ▶ Introduction to Quantitative Research Methods
- ▶ Introduction to Qualitative Research Methods
- ▶ Contemporary Issues: Self & Society

What is the Higher Certificate in Arts?

Are you someone who has a broad interest in studying the arts or social sciences but feels uncertain as to how far or in what direction you would like to pursue that interest? Are you someone who would like to earn a substantial academic qualification but feel daunted by the idea of a long three or four year commitment? Are you someone who prefers learning by doing, through participation in projects and activities? Are you someone who might flourish under the very close guidance and extended support of a team of dedicated lecturers? Are you searching for inspiration and ideas as to what to do in the future? Or are you just curious about life and wish to reflect upon it through the prism of ideas and theories derived from some of the great thinkers of the past and present?

If you can answer yes to one or more of the questions above, then the Higher Certificate in Arts may be the educational option that is best for you. An entirely unique offering within the Irish educational landscape, the Higher Certificate in Arts is two-year programme of arts education which can serve equally well as a significant achievement and qualification in its own right and as an extended and guided process of transition into higher levels of study. As well as building knowledge and developing intellectual and academic skills across a very diverse range of areas, the programme fosters the development of a broad set of key skills and competencies readily transferrable to a variety of work-related contexts.

Programme Aims and Objectives

The primary aim of the Higher Certificate in Arts is to prepare you for future challenges, whether those challenges lie in the areas of study or work. The objectives of the programme can be summarised as follows:

- ▶ To provide a substantial and extended introduction to a range of subjects available for study within the arts and social sciences.
- ▶ To prepare students for the challenges of studying particular subjects at higher levels.
- ▶ To promote an understanding of how different academic disciplines or subjects engage and explore different and related concepts and issues.
- ▶ To facilitate the development of writing, oral presentation and IT skills.
- ▶ To promote the practice of writing in a range of conventions, forms and styles appropriate to different academic subject or disciplines.
- ▶ To facilitate in the development of independent study, research and learning skills.

- ▶ To facilitate in the development of teamworking, project-management, time management and careers skills.
- ▶ To offer the opportunity for advanced level entry onto honours degree programmes of education and training in subject areas related to the content of the programme.

Programme Structure and Content

The Higher Certificate in Arts is a two year programme divided into two years and offering a series of internal options or pathways at Year 2. All students take all of Year 1 of the programme and then take the common elements of Year 2 alongside one of the five optional specialised subject pathways during their second year. Whatever internal pathway they choose students will encounter an attractive mix of traditional academic education and a course of continuing academic, personal and professional learning development that will put them in good stead for the future.

Teaching and Assessment

As is most appropriate to the nature and purpose of the programme, the teaching philosophy of the Higher Certificate in Arts is to be as learner-centred, exploratory and imaginative as we can be and to make education relevant and exciting to our learners. Our teaching approach is therefore interdisciplinary in nature, being based around the exploration of relevant current topics and issues in the world today from different disciplinary perspectives, and we seek always to ensure that our learners understand that learning is not something that happens only in classrooms, that it happens at all points and situations in our lives and that academic ideas and concepts belong in the world around us. Many of the programme modules therefore incorporate trips to places and events in the immediate Dublin area and beyond in an attempt to connect knowledge to life. Assessment is delivered through a combination of coursework and examination, with a significant leaning toward coursework on most modules. Coursework includes essays, case studies, individual and group presentations, practical projects, exhibitions, field trips, and a research thesis.

Transfer and Progression

Graduates of this Higher Certificate in Arts programme will automatically gain right of entry to Year 2 of any one of the following DBS School of Arts honours degree programmes: Bachelor of Arts (Honours), BA (Hons) in Applied Social Care, BA (Hons) in Psychology, BA (Hons) in Social Science, BA (Hons) in Journalism, and BA (Hons) in Film. The programme is clearly placed and validated on the National Framework of Qualifications (NFQ) and so graduates will also be qualified to apply for entry to similar programmes in other institutions. Learners should thus be able to progress from enrolling on the Higher Certificate to graduating with an Honours Degree award in four years.

Future Career and Study Options

The programme will be of equal interest to those interested in an arts or social sciences third level education and those interested in pursuing a career in any area of work that requires strong skills of written expression, oral presentation, communication, conceptual and critical thought, teamwork or project management. Related DBS courses have an excellent record of inspiring and enabling students to go on to further study, with a very high proportion of graduates progressing onto further educational programmes at honours degree level and beyond and to a very wide variety of jobs and careers. Our graduates can now be found working in education, journalism, health and social services, the film and theatre industries, business and in a range of other employment contexts.

Our emphasis is on the building of knowledge.

Elective Subject Strands

Arts

- ▶ War and Peace in the 20th Century I
- ▶ War and Peace in the 20th Century II
- ▶ Introduction to Drama & Theatre
- ▶ Introduction to Literature (Poetry & Fiction)
- ▶ Introduction to Sociology
- ▶ Film Studies Today

Film

- ▶ Hollywood Cinema
- ▶ Film Studies Today
- ▶ European and World Cinemas
- ▶ Introduction to Digital Filmmaking

Journalism

- ▶ Introduction to Broadcasting
- ▶ Ireland's Media
- ▶ Information Technology for Journalism
- ▶ Basic News Reporting
- ▶ Digital Photography

Social Science

- ▶ Introduction to Sociology
- ▶ Criminology
- ▶ Psychology for Social Science
- ▶ Social Policy: Historical and Cultural Perspectives

Psychology

- ▶ Psychological Foundations
- ▶ Foundations in Social Psychology
- ▶ Data Analysis and Computing
- ▶ Developmental Psychology
- ▶ Foundations of Biopsychology
- ▶ Fundamentals of Cognitive Psychology

SCHOOL OF BUSINESS

DBS is a gateway to opportunity and achievement. By doing ordinary things extraordinarily well, we have earned ourselves a global reputation. Enthusiastically embracing new ideas and initiatives, strict adherence to best international practice and providing constant student support has made some of our students literally first in the world. No other college in the country combines intimacy, centralisation and the constant support of a conscientious and consummately professional staff. We strive to achieve the optimal conditions for success across the educational horizon. Central to our development has been exhaustive research into trends and innovations within the marketplace. It is through keeping channels of communication open with top businesses that enable us to prepare with confidence the widest range of programmes possible. Our goal here is to keep you in touch with the most up-to-date and relevant challenges and rewards. We offer courses to suit different needs ranging from Certificate, to Ordinary Degree, to Honours Degree level. Your study at DBS will genuinely help you to succeed in your career objectives. Our lecturers have the highest qualifications and have worked in industry, bringing senior experience with them. We continually monitor what subject areas are relevant to employers. If you are willing to make the commitment we will be with you all the way.

No other college in the country combines intimacy, centralisation and the constant support of a conscientious and consummately professional staff. Our lecturers have worked in industry, bringing senior experience with them.



BA (Hons) in Business

Overview

The BA (Hons) in Business programme is designed to give a clearly structured business education that provides a solid foundation for success in a business career. The course provides a strong grounding in fundamental business concepts, ideas, practices and methodologies. It features a rich learning environment that involves students in comprehensive and critical analysis of business organisations, functions, processes and management techniques. This course not only provides students with a good understanding of general business theory and practice; it also provides the critical knowledge and skills that will enable an effective contribution to the resolution of business problems and will prepare students for the challenges posed by the dynamic nature of the modern business environment.

Structure and Content

Students study common subject in their first year. This honours degree course offers students considerable flexibility in their choice of second and third year subjects. This allows students to orientate their studies towards preferred subjects or to choose disciplines in which they have demonstrated strength in years one and two. As the course progresses, the emphasis shifts from foundation knowledge to in-depth study of particular areas of the major disciplines with a greater emphasis on independent work and on the development of a critical and analytical approach to the subject matter which gives students the confidence to critically evaluate information, ideas and opinions.

Transfer Students

Students holding a relevant certificate, ordinary degree or 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) Business Studies 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

Due to 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 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. Graduating students wishing to pursue further qualifications can proceed to postgraduate programmes up to Masters level or to programmes leading to professional qualifications.

Year 3: Award

Core

- ▶ Employability in Action
- ▶ Lifelong Learning
- ▶ Strategic Management
- ▶ Global Business
- ▶ Human Resource Management

Options (Choose 2)

- ▶ Data Management & Analytics
- ▶ Services Marketing
- ▶ Project Management & Evaluation
- ▶ Project Planning Techniques
- ▶ Advanced Business & Commercial Law
- ▶ Corporate Law & Governance
- ▶ HR Performance Management
- ▶ Human Resource Development
- ▶ Individual Differences
- ▶ Psychology of Work
- ▶ Performance Management (Accounting)

Awarding Body

Quality & Qualifications Ireland (QQI)

Award Level

8 (Honours Bachelor Degree)

Award Type

Major

Course Length

3 Years

CAO Code

DB512 (General Business)

Entry Requirements

2 H5s + 4 O6/H7s, to include Mathematics & English or another language

Application Procedure

Application through CAO

Programme Content Year 1

- ▶ Business Context & Organisation
- ▶ Economic Perspectives
- ▶ IT Essentials
- ▶ Mathematics & Statistics for Business
- ▶ Marketing Essentials
- ▶ Communication for Personal Success
- ▶ Learning to Learn

Year 2

Core

- ▶ Employability Skills
- ▶ Innovation
- ▶ Management
- ▶ Business Finance
- ▶ Business Information Systems

Options (Choose 2)

- ▶ Selling & Sales Management
- ▶ Project Feasibility
- ▶ Project Planning & Control
- ▶ Principles of Business Law
- ▶ Employee Relations and the Law
- ▶ People in Organisations
- ▶ Advanced Economic Perspectives
- ▶ Social Psychology
- ▶ Psychology

Psychology Stream (DB569)

Overview

The 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 organisational psychology. The aims and objectives is that upon 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 range of business and management issues
- ▶ Understand the international business environment
- ▶ Develop an understanding of the complexity of human behaviour
- ▶ Understand the role of psychology in organisational functioning
- ▶ Develop learning skills to meet the demands of further study.

Structure and Content

Students will have the opportunity to study many key areas and aspects of business complemented by specific insights into the psychological aspects of work and organisational behaviour.

Career Opportunities

Due to the broad spectrum of subjects studied, career opportunities for business and psychology 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 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.

HRM Stream (DB515)

Overview

The question of effective management of an organisation's people now receives much attention and has arguably become more important than ever. From the viewpoint of those involved in managing human resources, many organisations are facing challenges that are less predictable and more rapid than in the past. Success, and very often survival, requires that organisations find ways to attract retain and reward good employees. Organisations today invest significantly in Human Resource Management (HRM) expertise in the belief that people are a very important asset to any organisation. This degree is designed for those with an interest in people and the people aspects of businesses and organisations. Managers and employees alike can benefit greatly from a better understanding and knowledge of people at work. In addition to providing students with a firm grounding in business, this course provides the knowledge and skills that they need to compete successfully as a human resource specialist in today's complex and changing world of business.

Structure and Content

This programme combines the development of a strong base in business knowledge with parallel development of knowledge and expertise in specialist human resource management areas. The aim is to provide a balanced and flexible business education complemented by a specialised focus on the management of human resources. Having completed this course, students will have considerable insight into how and why people contribute to their organisations. They will also have the business knowledge and skills to establish themselves in business careers, particularly those with a HRM orientation.

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. Students may also wish to use the degree as a preparation for a career in general management. Alternatively, the degree provides the basis for further academic HRM studies at postgraduate level.



Law Stream (DB514)

Overview

Law is a vast area of study. Recent high profile domestic cases have focused attention on the need for compliance with legal principles and requirements. These principles dictate the way in which individuals and organisations carry out their daily business. In an increasingly litigious society, businesses rely on employees with appropriate legal knowledge to ensure that business activities are carried out in a manner that is both ethical and fully compliant with all legal requirements. This course is designed for students intending to pursue a business career in areas where a detailed knowledge of law is useful.

Structure and Content

This three-year degree aims to give students a strong base of business knowledge combined with a solid grounding in business and company law as well as criminal and commercial law. Students study both major business disciplines and more specialised areas of the legal and regulatory environment of business. Throughout the programme, particular emphasis will be placed upon the many areas of overlapping business and legal interest, such as the structure of companies, company law and consumer law.

Career Opportunities

The structure and content of this programme 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. The programme will also suitably equip graduates who wish to advance their studies in more specialised areas of law.

Project Management Stream (Direct Application to College)

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:

- ▶ 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
- ▶ Evaluate the importance of effective management of the project life cycle
- ▶ Analyse methods, tools and techniques for planning, monitoring and controlling projects and for managing risk
- ▶ Analyse the skills and competencies required of the project manager and project team.

Career Opportunities

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 and logistics.



Do you have
a passion for
business?

Management Stream (Direct Application to College)

Overview

The BA (Hons) in Business (Management) programme is designed to provide a solid foundation for success in a business career. The course provides a strong grounding in fundamental business concepts, ideas, practices and methodologies. It features a rich learning environment that involves students in comprehensive and critical analysis of business organisations, functions, processes and management techniques. This course provides students with a good understanding of general business theory and practice. It also provides the critical knowledge and skills that will enable an effective contribution to the resolution of business problems and prepares students for the challenges posed by the dynamic nature of the modern business environment. As the course progresses, the emphasis shifts from foundation knowledge to in-depth study of particular areas of the major disciplines. There is also a greater emphasis on independent work and on the development of a critical and analytical approach to the subject matter, which gives students the confidence to critically evaluate information, ideas and opinions.

Structure and Content

As a general business degree, this programme offers students considerable flexibility in their choice of second and third year subjects. This allows students to concentrate their studies towards preferred subjects or to choose disciplines in which they have demonstrated strength in Year 1 or Year 2.

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. 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 Business (with Streams)

The following table and contents outline the various modules to be taken when choosing a stream within the BA (Hons) in Business.

Year 1 Modules	Business Context & Organisation	Economic Perspectives	IT Essentials	Maths & Statistics for Business	Marketing Essentials	Learning to Learn	Communication for Personal Development
Core Modules							

Year 2 Modules	Employability Skills	Innovation	Management	Business Finance	Business Information Systems	Psychology	Social Psychology	People in Organisations	Employee Relations and the Law	Principles of Business Law	Project Planning & Control	Project Feasibility	Advanced Economic Perspectives	Selling & Sales Management
BA (Hons) in Business - General* (DB512)														
Stream - Psychology (DB569)														
Stream - HRM (DB515)														
Stream - Law (DB514)														
Stream - Project Management (Direct Application)														
Stream - Management (Direct Application)														

Year 3 Modules	Employability in Action	Lifelong Learning	Strategic Management	Global Business	Human Resource Management	Psychology of Work	Individual Differences	Human Resource Development	HR Performance Management	Corporate Law & Governance	Advanced Business & Commercial Law	Project Planning Techniques	Project Management & Evaluation	Services Marketing	Data Management & Analytics	Performance Management (Accounting)
BA (Hons) in Business - General* (DB512)																
Stream - Psychology (DB569)																
Stream - HRM (DB515)																
Stream - Law (DB514)																
Stream - Project Management (Direct Application)																
Stream - Management (Direct Application)																

* Note 1: Learners on the BA (Hons) in Business must take two electives out of nine at Year 2 and two out of eleven at Year 3. However, learners on this programme may not take two electives from the same stream (see below).

- Core/Mandatory modules for all learners on parent and all streams of BA (Hons) in Business
- Electives for learners in BA (Hons) in Business parent programme (at each stage) Learners choose 2 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 on BA (Hons) in Business (Project Management) stream
- Mandatory modules for learners on BA (Hons) in Business (Management) stream

BA (Hons) in Business (Work Placement Stream) (DB520)

One of the most attractive aspects of the BA (Hons) in Business Studies degree is the opportunity to gain practical work experience in a credit bearing work placement over a forty-eight week period. Students commence work in the third year of the programme and can specialise in an area that reflects their course preferences and career ambitions. Students are paid by the company for the duration of their placement and are treated as full-time members of staff. Our dedicated Employer Liaison Officer is in regular contact with employers, developing placement opportunities in industry, commerce and professional offices. Since our first placement year in 1991 there has been a 100% success rate in placing students from this programme. Students are employed in areas including marketing, finance, sales, personnel, production, computing, customer service and general business administration. Students are paid a trainee salary by the company.

The placement enables students to apply theoretical knowledge in a challenging work environment. Students are assigned a tutor who visits during the placement to discuss progress. Whilst on placement, students are required to complete a project, which forms a key part of the overall assessment of the final year. The opportunity for a full-time position upon graduation may arise (NB: Students must achieve a pass in all subjects at Year 2 in order to be eligible for the placement programme).

Year 1 Modules	Learning to Learn	Communication for Personal Success	Business Context & Organisation	Economic Perspectives	IT Essentials	Maths & Statistics for Business	Marketing Essentials									
Foundation Year																
Year 2 Modules	Employability Skills	Innovation	Management	Business Finance	Business Information Systems	Psychology	Social Psychology	People in Organisations	Employee Relations and the Law	Principles of Business Law	Project Planning & Control	Project Feasibility	Advanced Economic Perspectives	Selling & Sales Management		
BA (Hons) in Business – General*																
Year 3	Work Placement Project															
Stream – Work Placement																
Year 4 Modules	Employability in Action	Lifelong Learning	Strategic Management	Global Business	Human Resource Management	Psychology of Work	Individual Differences	Human Resource Development	HR Performance Management	Corporate Law & Governance	Advanced Business & Commercial Law	Project Planning Techniques	Project Management & Evaluation	Services Marketing	Data Management & Analytics	Performance Management (Accounting)
BA (Hons) in Business – General*																

* Note 1: Learners on the BA (Hons) in Business must take two electives out of nine at Year 2, or two out of eleven at Year 4. However, learners on this programme may not take two electives from the same stream (see below).

** Note 2: These Year 4 modules are subject to pre-requisites from Year 2.

 Core/Mandatory modules for all learners on parent and all streams of BA (Hons) in Business (Work Placement)

 Electives for learners in BA (Hons) in Business (Work Placement) programme (at each stage)

BA (Hons) in Financial Services

Year 1

Seven mandatory subjects provide foundation knowledge in core business areas and disciplines.

Year 2

Student knowledge in the key business disciplines is further developed and they are introduced to specialist financial areas such as fund accounting and the regulatory practices of financial institutions.

Year 3

At the final year, business knowledge is developed to the strategic level and specialist financial knowledge is further augmented in areas such as treasury and risk management and investor relations and wealth management.

Overview

Despite the turmoil in global financial markets in recent years, the *National Skills Bulletin 2012 (Expert Group on Future Skills Needs)* published by Forfás identified skills shortage in the area of finance with specific reference to risk, regulatory compliance and quantitative finance. Our programme is responding to these skill shortages and global trends whilst seeking to optimise existing strengths so that the opportunities for graduate employment are enhanced to meet the future industry requirements. The demand for high-level financial skills, particularly in the area of risk and compliance, is expected to be driven by the continued restructuring and reform of the banking sector. In the IFS2020 Strategy, set out in March 2015, an ambitious target was set to grow the number of people directly employed in the IFS sector by nearly 30 per cent over the five year period to 2020, representing a net increase of 10,000 jobs.

Structure and Content

Students on this course will gain a broad knowledge of the financial services sector, with subjects reflecting the activities of major participants in the industry and providing insight into products, financial markets, management practices and performance. As the course progresses, students learn to apply the various methods and techniques they have studied. They also learn to develop pragmatic solutions to real problems and how to effectively communicate information, ideas, complex problems and solutions to a range of specialist and non-specialist audiences.

DBS Employability Pillar

In line with the DBS philosophy of ensuring its graduates have a suite of knowledge, skills and competence that make them readily employable, the programme contains an Employability Pillar of modules that complement the programme specific modules. This pillar of modules ensures students are aware of employer expectations on graduating, enhances their communication skills and time management while positioning the student for academic development during the course of their degree studies.

Year 3

Employability in Action
Lifelong Learning

Year 2

Employability Skills
Innovation

Year 1

Learning to Learn
Communication for Personal Success

The DBS Employability Pillar, which runs throughout the duration of the degree, will demonstrate an awareness of transferable skills and their applicability in 'real-life' situations, projects undertaken and how they are applied in different circumstances so that students can take ownership of their own career management. Students will be able to develop realistic career plans and initiate and sustain professional networks and relationships to encourage opportunities for employment and internships. Students will present themselves and their skills, attributes, experiences and qualifications, through effective job applications, CVs,

Awarding Body

Quality & Qualifications Ireland (QQI)

Award Level

8 (Honours Bachelor Degree)

Award Type

Major

Course Length

3 Years

CAO Code

DB516

Entry Requirements

2 H5s + 4 O6/H7s, to include Mathematics & English or another language

Application Procedure

Application through CAO

Programme Content Year 1

- ▶ Economic Perspectives
- ▶ IT Essentials
- ▶ Business for Accounting with Law
- ▶ Mathematics & Statistics for Finance
- ▶ Accounting
- ▶ Learning to Learn
- ▶ Communication for Personal Success

Year 2

Core

- ▶ Employability Skills
- ▶ Innovation
- ▶ Advanced Economic Perspectives
- ▶ Financial Services Environment
- ▶ Financial Management
- ▶ Institutional Regulation, Governance & Ethics

Options (Choose 1)

- ▶ Business Information Systems
- ▶ Management
- ▶ Selling & Sales Management

Year 3: Award

Core

- ▶ Employability in Action
- ▶ Lifelong Learning
- ▶ Global Business
- ▶ Treasury & Risk Management
- ▶ Financial Structured Products (Theory & Practice)
- ▶ Investor Relations & Wealth Management

Options (Choose 1)

- ▶ Strategic Management
- ▶ Data Management & Analytics
- ▶ Consumer Analysis

interviews and voluntary activities. This will enable students to 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.

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

The BA (Hons) in Financial Services is taught mainly through lectures and tutorials, with students taking responsibility for a significant amount of study outside scheduled class times. Assessed work will consist of traditional end-of-year examinations plus a significant element of continuous assessment based on coursework. Such coursework may involve research-based reports, case studies, essays, or practical assignments and presentations.

Career Opportunities

A career in the financial services sector can lead to a variety of exciting employment opportunities at home and globally.

Graduates from this programme in DBS typically follow career paths in fund/asset management, commercial banking, investment banking, insurance/re-insurance and, more recently, in the evolving Fintech ecosystem.

This programme provides students with a specialised education relating to the financial services industry within a broader business environment.

The financial services sector is one of Ireland's success stories, continues to see healthy growth, and is one of the largest employers of graduates.

This programme also provides a basis for students wishing to pursue further academic and professional qualifications, for example: ACCA &/or CFA.



BA (Hons) in Accounting and Finance

Overview

For many students, the rewards and prestige offered by a career in the financial world make it an attractive path to pursue. A degree in Accounting and Finance is a major step towards achieving that goal. It is a popular choice with students who want to move directly into a career in accountancy as well as those who recognise the value of an accounting and finance degree in a wider business management context. The Accounting and Finance programme provides a comprehensive education in the quantitative, computational and analytical skills required in the business world. Students learn about the role and operation of accountancy and financial management in a range of contexts, informed by current thinking and research in the discipline. The course also offers exceptional exemptions from professional bodies' examinations and is a major stepping stone towards an ACCA, CIMA, ACA or CPA qualification.

Structure and Content

Students on this course will gain an in-depth knowledge of the theoretical and practical aspects of accounting and finance from both Irish and international perspectives as well as a strong understanding of business, legal and taxation issues and practices. As the course progresses, the emphasis shifts from foundation knowledge to in-depth study of particular areas of the major accounting, business and finance disciplines with a greater emphasis on independent work and on the development of a critical and analytical approach to the subject matter. This gives students the confidence to critically evaluate information and opinions along with the ability to produce and interpret technical financial data and reports.

DBS Employability Pillar

In line with the DBS philosophy of ensuring its graduates have a suite of knowledge, skills and competence that make them readily employable, the programme contains an Employability Pillar of modules that complement the programme specific modules. This pillar of modules ensures students are aware of employer expectations on graduating, enhances their communication skills and time management while positioning the student for academic development during the course of their degree studies.

Year 3

Employability in Action
Lifelong Learning

Year 2

Employability Skills
Innovation

Year 1

Learning to Learn
Communication for Personal Success

The DBS Employability Pillar, which runs throughout the duration of the degree, will demonstrate an awareness of transferable skills and their applicability in 'real-life' situations, projects undertaken and how they are applied in different circumstances so that students can take ownership of their own career management. Students will be able to develop realistic career plans and initiate and sustain professional networks and relationships to encourage opportunities for employment and internships. Students will present themselves and their skills, attributes, experiences and qualifications, through effective job applications, CVs, interviews and voluntary activities. This will enable students to 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.

Awarding Body

Quality & Qualifications Ireland (QQI)

Award Level

8 (Honours Bachelor Degree)

Award Type

Major

Course Length

3 Years

CAO Code

DB521

Entry Requirements

2 H5s + 4 O6/H7s, to include Mathematics & English or another language

Application Procedure

Application through CAO

Programme Content Year 1

Core

- ▶ Business for Accounting with Law
- ▶ Economic Perspectives
- ▶ IT Essentials
- ▶ Mathematics & Statistics for Finance
- ▶ Accounting
- ▶ Learning to Learn
- ▶ Communication for Personal Success

Year 2

Core

- ▶ Employability Skills
- ▶ Innovation
- ▶ Management
- ▶ Financial Management
- ▶ Financial Accounting
- ▶ Cost Management
- ▶ Business & Company Law

Year 3: Award

Core

- ▶ Employability in Action
- ▶ Lifelong Learning
- ▶ Performance Management
- ▶ Financial Reporting
- ▶ Taxation Systems
- ▶ Advanced Financial Management
- ▶ Audit & Assurance



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

The BA (Hons) in Accounting and Finance is taught mainly through lectures and tutorials, with students taking responsibility for a significant amount of study outside scheduled class times. Assessed work will consist of traditional end-of-year examinations plus a significant element of continuous assessment based on coursework. Such coursework may involve research-based reports, case studies, essays or practical assignments and presentations.

Career Opportunities

Graduates from this programme often use it as a fast track to professional accountancy qualifications, availing of their entitlement to exceptional exemptions from ACCA, CIMA, ACA and CPA. Those graduates who enter employment immediately usually find well-paid jobs very quickly. 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 bluechip companies and small and medium-sized enterprises across a wide range of industry sectors.

DBS is an ACCA Platinum Approved Learning Partner – the highest academic teaching status awarded by this professional body.

In recent years our students have won over 1,000 prizes and placings at national and international level in external professional accountancy exams.



BA (Hons) in Marketing

Year 1

A thorough understanding of the key business and marketing functions is complimented with an introduction to IT essentials.

Year 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.

Year 3

At the final year, 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.

Overview

Marketing is an exciting, vibrant and dynamic area impacting on all of our lives. From the major global brands to the local corner shops, identifying customers and meeting their needs is critical to business survival and success. For many, this makes marketing a particularly attractive career path, giving ambitious individuals an opportunity to face up to the challenge posed by an increasingly competitive marketplace. The BA (Hons) in Marketing programme aims to develop students' understanding of current marketing principles in both business and non-profit contexts, together with their applications in marketing practice. This course is designed to meet the needs of tomorrow's marketing professional. The range of skills fostered will enable students to take advantage of opportunities to progress in a career in marketing management or a range of subdisciplines, such as marketing research, account planning or customer service.

Career Opportunities

Students completing a marketing degree can look towards building a career in general marketing management, brand management, business-to-business, services or international marketing. There are also opportunities for careers in marketing research, advertising, media buying and media planning. Demand among employers for graduates with broad business knowledge plus an in-depth knowledge of marketing is significant as companies face ever more competitive market environments.

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

The BA (Hons) in Marketing is taught mainly through lectures and tutorials, with students taking responsibility for a significant amount of study outside scheduled class times. Assessed work may consist of developing a strategic marketing plan, a marketing evaluation (perhaps based on a case study), an essay, or a piece of extended research. The majority of subjects are assessed through a combination of coursework and examination.

Structure and Content

This course balances in-depth coverage of marketing theory and practice with complementary study of key business disciplines. The course thus imparts significant business knowledge as well as a critical appreciation of the marketing function and the practical value of marketing models and concepts. As the course progresses, students are provided with a wide range of skills and knowledge, enabling them to analyse complex marketing scenarios and to develop competent marketing solutions and strategies.

Awarding Body

Quality & Qualifications Ireland (QQI)

Award Level

8 (Honours Bachelor Degree)

Award Type

Major

Course Length

3 Years

CAO Code

DB531 (General)

Entry Requirements

2 H5s + 4 O6/H7s, to include Mathematics & English or another language

Application Procedure

Application through CAO

Programme Content Year 1

Core

- ▶ Business Context & Organisation
- ▶ Economic Perspectives
- ▶ IT Essentials
- ▶ Mathematics & Statistics for Business
- ▶ Marketing Essentials
- ▶ Learning to Learn
- ▶ Communication for Personal Success

Year 2

Core

- ▶ Employability Skills
- ▶ Innovation
- ▶ Management
- ▶ Selling & Sales Management
- ▶ Marketing Communications

Options (Choose 2)

- ▶ Web & Media Design
- ▶ Digital Marketing Concepts
- ▶ Event Planning
- ▶ Special Events Environment
- ▶ Digital Planning & Management
- ▶ Cloud Computing for Business

Year 3: Award

Core

- ▶ Employability in Action
- ▶ Lifelong Learning
- ▶ Strategic Management
- ▶ Consumer Analysis
- ▶ Marketing Research

Options (Choose 2)

- ▶ Services Marketing
- ▶ International Marketing
- ▶ Event Marketing
- ▶ Event Operations
- ▶ Implementing Digital Media
- ▶ Web Marketing Design & Development
- ▶ Cloud Technology for Marketing

DBS Employability Pillar

In line with the DBS philosophy of ensuring its graduates have a suite of knowledge, skills and competence that make them readily employable, the programme contains an Employability Pillar of modules that complement the programme specific modules. This pillar of modules ensures students are aware of employer expectations on graduating, enhances their communication skills and time management while positioning the student for academic development during the course of their degree studies.

Year 3

Employability in Action
Lifelong Learning

Year 2

Employability Skills
Innovation

Year 1

Learning to Learn
Communication for Personal Success

The DBS Employability Pillar, which runs throughout the duration of the degree, will demonstrate an awareness of transferable skills and their applicability in 'real-life' situations, projects undertaken and how they are applied in different circumstances so that students can take ownership of their own career management. Students will be able to develop realistic career plans and initiate and sustain professional networks and relationships to encourage opportunities for employment and internships. Students will present themselves and their skills, attributes, experiences and qualifications, through effective job applications, CVs, interviews and voluntary activities. This will enable students to 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.



Event Management Stream (DB517)

Overview

Event management professionals are widely seen as important to the development and success of Irish business and the tourism industry. This programme will provide graduates with a blend of knowledge and skills to equip them for employment in positions in marketing and/or event management, or will alternatively enable them to proceed to postgraduate study. The central focus of the programme is on specialist marketing and event management subjects. The programme also features a number of relevant business subjects, which extend the field of study to the broader business environment within which the event management and marketing functions are positioned.

Structure and Content

The programme features a unique range of mandatory marketing and event management subjects. Students on this programme will receive a wide-ranging knowledge of the most essential marketing concepts and practices combined with knowledge of all significant areas of event management. Specialist events sector subjects provide knowledge and critical understanding of current thinking and practice across a range of events related areas. As the course progresses, students learn to apply the various methods and techniques they have studied. They also learn to develop pragmatic solutions to real problems and how to effectively communicate information, ideas, complex problems and solutions to a range of audiences.

Career Opportunities

Graduates from this programme will have strong business knowledge and competence in event management and will be highly employable. They can expect to have a wide range of opportunities and will easily find suitable employment in the broad field of event management across a range of both public and private sector organisations such as central government departments, international hotel groups, incentive travel organisations and professional conference organiser.

Digital Media Stream (DB518)

Overview

The BA (Hons) in Marketing with 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 and 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 and 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.

Career Opportunities

Graduates from this programme 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 and public relations through digital media and digital media consultancy.



Learn about
all aspects of
marketing

Digital Media and Cloud Computing Stream (DB525)

Overview

The BA (Hons) in Marketing with Digital Media and Cloud Computing is a specialised and innovative programme, which has been created to meet the needs of learners who seek to develop their knowledge and appreciation of concepts and frameworks of Marketing with Digital Media at BA level. The programme is academically challenging and the course features a range of Marketing with Digital Media and Cloud Computing subjects in which learners will be exposed to the latest cutting edge ideas, techniques and marketing frameworks through the analysis of industry best practice. The BA (Hons) Marketing (Digital Media and Cloud Computing) is aimed towards students interested in building a career in Marketing with Digital Media and Cloud Computing within a technological skill base. Industry research indicates that there is an increasing demand from companies in this area and this degree provides these capabilities. The programme will develop in learners both knowledge and practical experience of Marketing with Digital Media and Cloud Computing concepts. This programme, therefore, represents a rare opportunity for learners to shape their career paths in this exciting arena.

Structure and Content

The central focus of the programme is on Marketing with Digital Media and Cloud Computing subjects. The common foundation year will feature a number of relevant business subjects, which extend the field of study to the broader business environment within which the Marketing with Digital Media and Cloud Computing functions are positioned. Specialist subjects provide knowledge and critical understanding of current thinking and practice across a range of digital media areas. As the course progresses, learners learn to apply the various methods and techniques they have studied. They also learn to develop pragmatic solutions to real problems and how to effectively communicate information, ideas, complex problems and solutions to a range of areas.

Career Opportunities

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 (with Streams)

The following table and contents outline the various modules to be taken when choosing a stream within the BA (Hons) in Marketing.

Year 1 Modules	Business Context & Organisation	Economic Perspectives	IT Essentials	Maths & Statistics for Business	Marketing Essentials	Learning to Learn	Communication for Personal Development
Core Modules							

Year 2 Modules	Employability Skills	Innovation	Management	Selling & Sales Management	Marketing Communications	Event Planning	Special Events Environment	Digital Marketing Concepts	Digital Planning & Management	Cloud Computing for Business	Web & Media Design
BA (Hons) in Marketing - General (DB531)											
Stream - Event Management (DB517)											
Stream - Digital Media (DB518)											
Stream - Digital Media & Cloud Computing (DB525)											

Year 3 Modules	Employability in Action	Lifelong Learning	Strategic Management	Consumer Analysis	Marketing Research	Event Marketing	Event Operations	Implementing Digital Media	Web Marketing Design & Development	Cloud Technology for Marketing	Services Marketing	International Marketing
BA (Hons) in Marketing - General (DB531)												
Stream - Event Management (DB517)												
Stream - Digital Media (DB518)												
Stream - Digital Media & Cloud Computing (DB525)												

The BA (Hons) in Marketing must take two electives out of six at Year 2 and 2 out of seven at Year 3.

-  Core/Mandatory modules for all learners on BA (Hons) in Marketing and all streams
-  Electives for learners in BA (Hons) in Marketing parent programme (at each stage) Learners choose 2 modules
-  Mandatory modules for learners on BA (Hons) in Marketing (Event Management) stream
-  Mandatory modules for learners on BA (Hons) in Marketing (Digital Media) stream
-  Mandatory modules for learners on BA (Hons) in Marketing (Digital Media & Cloud Computing) stream

BA (Hons) in Business Information Systems

Awarding Body

Quality & Qualifications Ireland (QQI)

Award Level

8 (Honours Bachelor Degree)

Award Type

Major

Course Length

3 Years

CAO Code

DB524

Entry Requirements

2 H5s + 4 O6/H7s, to include Mathematics & English or another language

Application Procedure

Application through CAO

Year 1

Seven mandatory subjects provide foundation knowledge in core business, marketing and IT areas. It also includes employability and personal development modules which run throughout the programme.

Year 2

Student knowledge in key business disciplines, such as management and entrepreneurship, is developed and students are introduced to more specialised IS areas including systems, databases and web design with optional modules.

Year 3

At final year, the business and information systems focus moves to strategic level while advanced knowledge and skills are developed in specialist IS areas such as building business and web applications, data management and offers options in app development and cloud networking and security.

Overview

Business Information Systems is the most exciting, dynamic topic in business today. The reasons for this are the continual change in technology, business use of the technology and its impact on business success. The undergraduate BIS degree provides students with an exciting mix of key technology and business skills; essential for the modern IT/BIS Professional. This unique combination ensures that graduates are work-ready with relevant technical skills and business knowledge. The programme is of particular relevance to those working or aspiring to work in the ICT/IS industry.

Aims and Objectives

- ▶ To provide learners with knowledge and understanding of the fundamental theories, concepts and methods of business
- ▶ To analyse problems and formulate practical solutions to a variety of business information systems problems at both a strategic and tactical level, as well as the ability to critically evaluate the approach and techniques used
- ▶ To develop strong learner competence and skills in current technologies, languages and tools that form an integral part of the information systems processes, operations and functions

Structure and Content

This three year, full-time course is divided into 7 modules per year. BIS students study an interesting combination of business subjects such as Marketing, Economics, and Management combined with current ICT technologies such as Web, Mobile and Database Applications, Cloud Computing, Data Analytics, Network Management, and Programming languages. A key focus of this programme is to understand the connection between information systems, computer technologies and business performance.

Graduates of the BIS degree pursue a variety of career paths due to the relevant, diverse nature of skills obtained throughout the programme. BIS graduate roles include:

- ▶ Business Analysts
- ▶ Software Developers
- ▶ Web Developers
- ▶ Database Administrators
- ▶ ICT Managers
- ▶ IT Recruitment Consultants

Employability Pillar

In line with the DBS philosophy of ensuring its graduates have a suite of knowledge, skills and competence that make them readily employable, the programme contains an Employability Pillar of modules that complement the programme specific modules. This pillar of modules ensures students are aware of employer expectations on graduating, enhances their communication skills and time management while positioning the student for academic development during the course of their degree studies.

Transfer Students

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

have a
passion for
technology
and business

Teaching and Assessment

The programme is taught mainly through lectures and lab-based tutorials, with students taking responsibility for a significant amount of study outside scheduled class times. Assessed work will consist of traditional end-of-year examinations plus a significant element of continuous assessment based on coursework. Such coursework may involve research-based reports, case studies, essays, practical assignments, projects.

Career Opportunities

According to ICT Ireland, the technology sector in Ireland directly employs over 105,000 people, with 75% employed in multinational companies and the remainder in the indigenous digital technology sector. In the last three years over 17,500 jobs have been announced by technology companies. The sector is responsible for 40% of our national exports and is home to all of the top ten global technology companies. Ireland is emerging as a global technology hub.



Programme Content Year 1

Core

- ▶ Marketing Essentials
- ▶ Economic Perspectives
- ▶ IT Essentials
- ▶ Mathematics & Statistics for Business
- ▶ Business Context & Organisation
- ▶ Learning to Learn
- ▶ Communication for Personal Success

Year 2

Core

- ▶ Employability Skills
- ▶ Innovation
- ▶ Management
- ▶ Information Systems & Databases
- ▶ Web & Media Design

Options (Choose 2)

- ▶ Principles of Programming
- ▶ E-Business
- ▶ Cloud Design & Development
- ▶ Cloud Computing for Business

Year 3: Award

Core

- ▶ Employability in Action
- ▶ Lifelong Learning
- ▶ Strategic Management
- ▶ Data Management & Analytics
- ▶ Web Application Development

Options (Choose 2)

- ▶ Data & Network Communications
- ▶ Cloud Networking & Security
- ▶ Mobile Software Development
- ▶ Application of Cloud Technologies

BA (Hons) in Business Information Systems

The following table and contents outline the various modules to be taken when choosing a stream within the BA (Hons) in Business Information Systems.

Year 1 Modules	Learning to Learn	Communication for Personal Success	Business Context & Organisation	Economic Perspectives	IT Essentials	Maths & Statistics for Business	Marketing Essentials		
Core Modules									
Year 2 Modules	Employability Skills	Innovation	Management	Information Systems & Databases	Web Design & Media	E-Business	Principles of Programming	Cloud Computing for Business	Cloud Design & Development
BA (Hons) in Business Information Systems (DB524)									
Stream - Cloud Computing (DB526)									
Year 3 Modules	Employability in Action	Lifelong Learning	Strategic Management	Data Management & Analytics	Web Application Development	Data & Network Communications	Mobile Software Development	Application of Cloud Technologies	Cloud & Networking Security
BA (Hons) in Business Information Systems (DB524)									
Stream - Cloud Computing (DB526)									

* Note 1: Learners on the BA (Hons) in Business Information Systems must take two electives out of four at Year 2, and two out of four at Year 3. Learners can only choose ONE (1) cloud computing module in each year.

** Reference page 61.

	Core/Mandatory modules for all learners on parent and all streams of BA (Hons) in Business Information Systems (with stream)
	Electives for learners in BA (Hons) in Business Information Systems (at each stage)
	Mandatory modules for learners on BA (Hons) in Business Information Systems (Cloud Computing) stream

BA (Hons) in

Business Information Systems (Cloud Computing Stream)

Year 1

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

Year 2

Learner knowledge in the key IT and cloud computing for business disciplines is further developed along with management and entrepreneurship.

Year 3

At the final year, learners focus on Strategic Management, which underpins the data, cloud and application modules.

Overview

The ICT sector has changed dramatically in recent years with emerging technologies such as cloud technology and virtualisation. 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 ICT companies in Ireland.

The BA (Hons) in Business Information Systems (Cloud Computing) is intended to educate and prepare students for employment in these sectors. It will also provide students with a strong IT/IS knowledge, competence and skills in the technologies that underpin cloud computing. In relation to the specific skills requirement in the area of cloud computing, a report by Goodbody's Economic Consultants identifies that 'the greatest benefit of cloud computing is as a source of exports, growth and jobs for the Irish economy'. This report also identifies 'the need for additional marketing, sales and technical staff with the relevant skills for cloud computing, and a need for training for their current employees'. This programme will provide students with a solid understanding in the technologies and languages that are used to design and develop applications for the cloud. They will also understand the fundamental concepts and architecture of cloud computing. Students will develop key skills in the use and application of current cloud computing platforms and how they are used to deploy web and other client applications to the cloud.

Aims and Objectives

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

- ▶ Demonstrate knowledge and critical awareness in the primary business disciplines and in the general field of information systems and its related technologies
- ▶ Display and use transferable, real-world, skills in a variety of business contexts
- ▶ Develop and evaluate the effectiveness of computer applications as solutions to business problems
- ▶ Evaluate the wider social, political, ethical, legal and international business complexity and concerns raised by recent developments in cloud computing
- ▶ Demonstrate a high level of competence in using a wide range of IT hardware and software tools to an industry-level standard
- ▶ Analyse situations and devise practical solutions to complex business problems utilising cloud computing technologies and methodologies
- ▶ Demonstrate skills and competencies in building web and mobile applications and the use of cloud platforms to deploy them in the cloud.

Awarding Body

Quality & Qualifications Ireland (QQI)

Award Level

8 (Honours Bachelor Degree)

Award Type

Major

Course Length

3 Years

CAO Code

DB526

Entry Requirements

2 H5s + 4 O6/H7s, to include Mathematics & English or another language

Application Procedure

Application through CAO

Programme Content

Year 1

Core

- ▶ Marketing Essentials
- ▶ Economic Perspectives
- ▶ IT Essentials
- ▶ Mathematics & Statistics for Business
- ▶ Business Context & Organisation
- ▶ Learning to Learn
- ▶ Communication for Personal Success

Year 2

Core

- ▶ Employability Skills
- ▶ Innovation
- ▶ Management
- ▶ Web & Media Design
- ▶ Information Systems & Databases
- ▶ Cloud Design & Development
- ▶ Cloud Computing for Business

Year 3: Award

Core

- ▶ Employability in Action
- ▶ Lifelong Learning
- ▶ Strategic Management
- ▶ Data Management & Analytics
- ▶ Web Application Development
- ▶ Cloud Networking & Security
- ▶ Application of Cloud Technologies

Structure and Content

The central focus of the programme is on Business Information Systems and Cloud Computing subjects. The foundation year will feature a number of relevant business subjects, which extend the field of study to the broader business environment within which the IT and cloud computing functions are positioned. As the course progresses, learners learn to apply the various methods and techniques they have studied. They also learn to develop pragmatic solutions to real problems and how to effectively communicate information, ideas, complex problems and solutions to a range of areas.

The ICT industry in Ireland has played a significant role in the design of this programme as a source of reliable data and insight into the future developments within the IT sector. This valuable information has ensured that DBS graduates will be equipped to exploit employment opportunities with cutting-edge requirements.



Information
in the cloud

Employability Pillar

In line with the DBS philosophy of ensuring its graduates have a suite of knowledge, skills and competence that make them readily employable, the programme contains an Employability Pillar of modules that complement the programme specific modules. This pillar of modules ensures students are aware of employer expectations on graduating, enhances their communication skills and time management while positioning the student for academic development during the course of their degree studies.

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

The BA (Hons) in Business Information Systems (Cloud Computing) is taught mainly through lectures and tutorials, with students taking responsibility for a significant amount of study outside scheduled class times. Assessed work will consist of traditional end-of-year examinations plus a significant element of continuous assessment based on coursework. Such coursework may involve research-based reports, case studies, essays or practical assignments.

Career Opportunities

The skill set acquired will ensure graduates can confidently contribute to the strategic direction of their organisation, to align strategy with the unlimited potential of cloud technology and use for human resource development, financial planning, change management and the marketing of their product/service creating a competitive advantage in the market place. The programme will also provide students with a solid platform for further study/research within the field if they wish to progress to postgraduate level.

BSc (Hons) Computing

Year 1

Students will undertake a range of modules. This will provide students with an understanding of the fundamental concepts, techniques and tools of computing combined with support on transition to college.

Year 2

Students will further enhance their knowledge in practical computing skills and build technical competence in programming, web development, networks, operating systems, databases, and project management. Students will be afforded the opportunity to apply current languages, tools and technologies throughout the course.

Year 3

Full-time students will undertake a minimum ten month work placement in a meaningful and relevant area in order to enhance understanding and contextualise studies from Years 1 and 2.

DBS has a proven record of sourcing work placements with a number of top organisations such as Version1, IBM, Storm Technology, Emydex, Fenestra Pro and the Microsoft Partner Network.

Year 4

Students will combine real world skills developed in Year 3, with advanced knowledge in Distributed Systems and Computer Security. Learners are afforded the opportunity to develop specialised knowledge by selecting two electives in areas such as Data Analytics and Big Data, Cloud Computing, Software Development, Web and Mobile.

Learners will undertake a capstone project to include the research, design, implementation and documentation of a 'real-world' computer artefact

In Years 1 and 2 there will be an emphasis on problem solving and analytic skills development. DBS will run Application Workshops, which are weekly sessions designed to reinforce knowledge gained on the programme through problem based learning, and practical application of computing technologies. These informal sessions will utilise an array of support tools including Raspberry Pi's, Arduino Boards and Lego MindStorm Robotics Kits. Team events such as Microsoft Imagine Cup and field trips will also take place. This informal environment is intended to allow learners to foster critical thinking skills and provide 'real-world' solutions in a variety of contexts.

Overview

Computing and computer technology are part of everything that touches our lives from entertainment, transport, health care, to the ways businesses and governments deal with us. Expertise in computing enables you to solve complex, challenging problems. Computing is a discipline that offers rewarding and challenging possibilities to a wide range of people regardless of their range of interests. Computing requires and develops capabilities in solving

multidimensional problems which require imagination and the ability to analyse complex problems.

This Computing programme provides students with the knowledge and skills necessary to successfully pursue a career in the Information and Communications Technology sector. The course allows time to discover which area of Computing the student is interested in by opening up different strands of Computing, which gives the student the time needed to develop and grow in each area.

Structure and Content

This four year, full-time course is divided into 9 mandatory modules in Years 1 and 2. In Year 3 students will undertake a 10 month work placement. In Year 4 students will undertake 4 modules and a capstone project.

BSc (Hons) in Computing students specialise in an interesting combination of computing areas such as Data Analytics and Big Data, Cloud Computing, Software Development, and Web and Mobile technologies.

Awarding Body

Quality & Qualifications Ireland (QQI)

Award Level

8 (Honours Bachelors Degree)

Award Type

Major

Award Title

BSc (Hons) Computing

Award Type

Major

Course Length

4 years

CAO Code

DB500 BSc (Hons) in Computing (General)
DB501 BSc (Hons) in Computing (Cloud Computing)
DB502 BSc (Hons) in Computing (Data Analytics and Big Data)
DB503 BSc (Hons) in Computing (Software Development)
DB504 BSc (Hons) in Computing (Web and Mobile Computing)

Entry Requirements

2 H5s + 4 O6/H7s, to include Mathematics (H7/O5) & English or another language

** Students may select any two elective modules, elective modules are run subject to student numbers*

Cloud Computing Stream (DB501)

Overview

Cloud Computing has seen broad adoption throughout many areas such as business, healthcare, education and many more areas. It has moved from an emerging technology to a mainstream technology. Cloud Computing is transforming the way business is conducted and is bringing exciting new opportunities to those graduates with the skills and knowledge to take advantage of them.

Structure and Content

The BSc (Hons) in Computing (Cloud Computing) will enable you to explore and investigate the cloud environment and the platforms, infrastructure and services that it provides. You will learn how to develop solutions through building skills in current cloud technologies.

Career Opportunities

This programme is designed to equip you with the architectural and technical skills required to design and implement cloud based solutions and services. You will also experience working with vendor-specific skill from platforms like Google, Amazon and Microsoft' Azure.

Data Analytics and Big Data (DB502)

Overview

The Digital Universe is growing at a phenomenal pace. Big Data comes from everywhere, posts to social media sites such as Facebook, Twitter and Snapchat, mobile phones GPS signals, your online footprint and many more. As a result, there is a high demand for graduates in Data Analytics to support this rapidly growing phenomenon.

Structure and Content

The BSc (Hons) in Computing (Data Analytics and Big Data) will provide you with the technical skills to investigate large amounts of data to uncover hidden patterns, correlations and other insights. With these skills, you will analyse data and get answers from it almost immediately. You will experience using current technologies for interpreting, analysing and visualising Big Data to solve problems involving big data sets.

Career Opportunities

As a graduate of this discipline you will have a clear understanding of the practical and theoretical foundations of data analytics.

Software Development (DB503)

Overview

Employing a design-centric ethos to set themselves apart from the competition is now a crucial goal for all organisations. Nowadays, companies are obsessed with the customer experience and in ensuring the intuitiveness of design for all applications. As a result, graduates with specialised, technical and design skills are in high demand.

Structure and Content

Students will develop strong knowledge of the latest UI frameworks. Graduates will further develop and deepen their programming/software knowledge in current computer languages.

Career Opportunities

The BSc (Hons) in Computing (Software Development) will provide you with the technical skills and techniques in software development and design to produce high quality visual interfaces to ensure an effective user experience. As a professional UX/GUI designer you will work on creating beautiful, high quality interfaces.

Web and Mobile Computing (DB504)

Overview

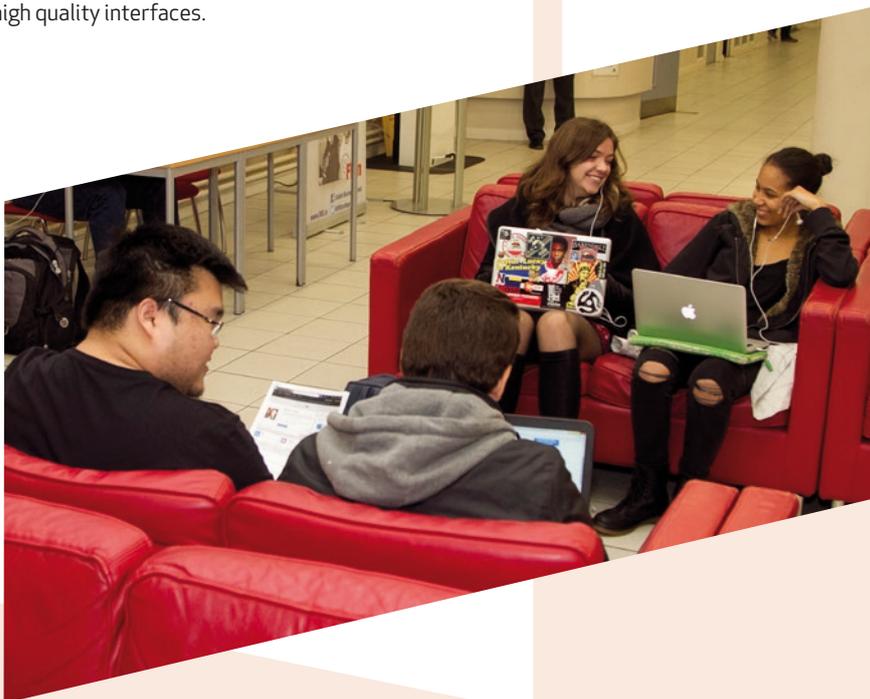
Technology is one of the greatest agents of change in the modern world and it represents a significant opportunity and risk for businesses of all sizes. Web developers play a central role in how we interact with the online world. With web technology in constant growth it's a very exciting place to be.

Structure and Content

Applications must deliver on demand, self-service capabilities, directly to customers within a secure environment. The programme will help you learn how to manage and utilise the opportunities emerging technologies create. It will guide you on developing, using and maintaining applications for mobile devices.

Career Opportunities

With many companies on the lookout for new talent, the BSc (Hons) in Computing (Web and Mobile Computing) programme provides an opportunity for aspiring developers to position themselves in a web or mobile development role. The BSc (Hons) in Computing (Web and Mobile Computing) will prepare you for a career in building firm grounding strategic web development and mobile development skills.



A key focus of the programme is to provide graduates with a systematic understanding of the principles, theory and application of Computing.

The BSc (Hons) in Computing programme has been prepared in line with current developments within the ICT sector and is informed by stakeholder feedback from Government and employers. A key feature of the proposed programme is its enhanced focus on employability.

An exciting feature of this programme is that it incorporates a core 10 month work placement (or equivalent work experience in the case of a part-time learner working in the sector). Through this work placement

graduates of this programme will have the opportunity to get the required practical experience and skills in relation to the programme content that should ensure a smooth transition and further progression within the workplace after completion of the final year of the programme.

Graduates of the BSc programme can pursue a variety of career paths in:

- ▶ Software Engineering/Developer
- ▶ Web and Mobile Application Developer
- ▶ Infrastructure and Network Engineer
- ▶ Database Designer/Big Data Architect
- ▶ Cloud Systems Engineer
- ▶ Computer Security Consultant

Teaching and Assessment

Throughout the programme, learners will experience a varied range of teaching and learning strategies. Modules will be delivered through a mix of lectures and hands on lab sessions, with tutorials in place to support where necessary. Emphasis will be placed on practical skills by allowing the students to examine problem descriptions and try possible solutions in lab scenarios. This teaching approach is reflected in the assessment of modules with a mixture of individual projects, lab based exams, group assignments, continuous assessment quizzes, practical skills based assessments, reflective reports and group project work. These assessments will also be accompanied by end of year examinations.

Year 1 Modules	Programming Fundamentals	Maths & Statistics for Computing	Information Systems & Databases	Problem Solving & Algorithms	Information & Communication Technology	Computer Architecture	Web Development 1	Learning to Learn	Communications for Success		
Core Modules											
Year 2 Modules	Object Orientated Programming	Software Engineering	Data Communications & Networking	Databases	Web Development 2	Operating Systems	Algorithms and Data Structures	Project Management	Mathematics		
Core Modules											
Year 3	Work Placement										
Core Modules	Students will be given the opportunity to apply current languages, tools and technologies in a work environment. Students will be mentored and learn by doing' in a dynamic and exciting environment, supported by a Work Placement supervisor.										
Year 4 Modules	Distributed Systems	Computer Security	Project	Cloud Platform Development	Cloud Infrastructure and Networking	Data Mining & Analytics	Managing and Processing Big Data	Software Quality Assurance	UX and GUI Development	Advanced Web Technologies	Mobile & Social Computing
Mandatory Modules											
Electives*:											
Stream 1: Cloud Computing											
Stream 2: Data Analytics and Big Data											
Stream 3: Software Development											
Stream 4: Web and Cloud Technology											

* Students may select any two elective modules, elective modules are run subject to student numbers.

Bachelor of Business

Year 1

Seven mandatory subjects provide foundation knowledge in core business areas and disciplines.

Year 2

Subjects in Year 2 further develop student knowledge and understanding of the key business disciplines. Students are also introduced to critical analysis of business situations and issues.

Year 3

At the final year, there are four mandatory subjects including the two 5 credit employability modules, management and the business project to which adds a practical dimension along with a choice of three electives.

Overview

The Bachelor of Business programme is designed to give a clearly structured business education that provides a solid foundation for success in a business career. The course provides a strong grounding in fundamental business concepts, ideas, practices and methodologies. It features a rich learning environment that involves students in comprehensive analysis of business organisations, functions, processes and management techniques. This course provides students with a solid understanding of general business theory and practice. It also provides the knowledge and skills that will enable an effective contribution to the resolution of business problems and will prepare students for the challenges posed by the dynamic nature of the modern business environment.

Structure and Content

This degree course offers students considerable flexibility in their choice of third year subjects. This allows students to orientate their studies towards preferred subjects or to choose disciplines in which they have demonstrated strength in year one.

Transfer Students

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

Teaching and Assessment

The Bachelor in Business is taught mainly through lectures and tutorials, with students taking responsibility for a significant amount of study outside scheduled class times. Assessment takes a variety of forms, including essays and reports, individual and group assignments and formal examinations.

Further Study Options

Students who complete this programme successfully will qualify for direct entry into the final year of our BA (Hons) in Business (Level 8).

Career Opportunities

Due to 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 graduates makes them an attractive proposition for any prospective employer. There are a range of employment opportunities possible in areas such as marketing, sales, operations, information technology, finance and general management.

Awarding Body

Quality & Qualifications Ireland (QQI)

Award Level

7 (Ordinary Bachelor Degree)

Award Type

Major

Course Length

3 Years

CAO Code

DB571

Entry Requirements

5 O6/H7s, to include Mathematics & English or another language

Application Procedure

Application through CAO

Programme Content Year 1

- ▶ Business Environment
- ▶ IT Skills for Business
- ▶ Fundamentals of Accounting
- ▶ Business Mathematics
- ▶ Fundamentals of Marketing
- ▶ Learning to Learn
- ▶ Personal Development

Year 2

- ▶ Organisational Behaviour
- ▶ Economics
- ▶ ICT Applications for Business
- ▶ Cost Accounting
- ▶ Effective Selling for Business
- ▶ Communications for Success
- ▶ The World of Work

Year 3: Award

- ▶ Management
- ▶ Business Project
- ▶ Innovation and Entrepreneurship
- ▶ Employability Skills

Options (Choose 3)

- ▶ Business & Company Law
- ▶ Digimarketing
- ▶ International Marketing Practice
- ▶ Business Information Systems
- ▶ Financial Management

Bachelor of Business in Accounting

Awarding Body

Quality & Qualifications Ireland (QQI)

Award Level

7 (Ordinary Bachelor Degree)

Award Type

Major

Course Length

3 Years

CAO Code

DB572

Entry Requirements

5 O6/H7s, to include Mathematics & English or another language

Application Procedure

Application through CAO

Programme Content

Year 1

- ▶ Business Environment
- ▶ IT Skills for Business
- ▶ Fundamentals of Accounting
- ▶ Business Mathematics
- ▶ Fundamentals of Marketing
- ▶ Learning to Learn
- ▶ Personal Development

Year 2

- ▶ Organisational Behaviour
- ▶ Economics
- ▶ ICT Applications for Business
- ▶ Cost Accounting
- ▶ Financial Accounting 1
- ▶ Communications for Success
- ▶ The World of Work

Year 3: Award

- ▶ Management
- ▶ Business Project
- ▶ Business & Company Law
- ▶ Financial Management
- ▶ Financial Accounting 2
- ▶ Innovation and Entrepreneurship
- ▶ Employability Skills

Year 1

Seven mandatory subjects provide foundation knowledge in core business and accounting disciplines and develop students' communication skills.

Year 2

Year 2 further develops technical knowledge in the key accounting and finance disciplines while simultaneously advancing students' expertise in the management of business and information.

Year 3

In Year 3, students examine current theory and practice in specialist financial fields and learn to deal with financial and business situations in an integrative and cross disciplinary manner.

Overview

For many students, the rewards and prestige offered by a career in accounting make it an attractive path to pursue. This degree in Business and Accounting will be a major step towards achieving that goal. It is a popular choice with students who want to move directly into a career in accountancy as well as those who recognise the value of an accounting degree in a wider business management context. The Bachelor of Business in Accounting programme provides foundation education in the quantitative, computational and analytical skills required in the financial world of business. Students learn about the role and operation of accounting in a range of contexts.

All major accountancy disciplines are covered including financial and cost accounting, management accounting, auditing and taxation.

Structure and Content

Students on this programme will gain an in-depth knowledge of the major theoretical and practical aspects of accounting from both Irish and international perspectives as well as a strong understanding of business and legal, and taxation issues and practices. As the course progresses, the emphasis shifts from foundation knowledge to more advanced study of particular areas of the major accounting, business and finance disciplines. In third year there is a greater emphasis on independent work and on the development of a critical and analytical approach to understanding the subject matter.

Transfer Students

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

Teaching and Assessment

The Bachelor of Business in Accounting is taught mainly through lectures and tutorials, with students taking responsibility for personal study outside scheduled class times. Assessed work may consist of a practical accounting solution, a report, a spreadsheet model, an essay or a piece of research. The majority of subjects are assessed through a combination of coursework and examination.

Further Study Options

Students who complete this programme successfully will qualify for direct entry into the final year of our BA (Hons) Accounting & Finance (NQAI Level 8).

Career Opportunities

Graduates from this programme may seek to use it as a fast track to professional accountancy qualifications by availing of their entitlement to exemptions from ACCA, CIMA, ACA or CPA. Accounting graduates who enter employment immediately usually find well-paid jobs very quickly. Typical positions would be in audit and general accounting firms as well as multinational companies and small and medium-sized enterprises across a range of industry sectors.

Bachelor of Business in Marketing

Year 1

Year 1 provides a thorough understanding of the key business functions accompanied by introductory marketing knowledge.

Year 2

The emphasis shifts to the marketing function with subjects more focused on marketing specific areas such as marketing communications.

Year 3

At the final year, students learn to develop a management perspective on the marketing function in general and also on a range of specialist marketing disciplines including Internet and marketing communications.

Overview

Marketing is an exciting, vibrant and dynamic area impacting on all of our lives. From the major global brands to the local corner shops, identifying customers and meeting their needs is critical to business survival and success. For many, this makes marketing a particularly attractive career path, giving ambitious individuals an opportunity to face up to the challenge posed by an increasingly competitive marketplace. The Bachelor of Business in Marketing aims to develop students' understanding of current marketing principles in both business and non-profit contexts, together with their applications in marketing practice. This course is designed to meet the needs of tomorrow's marketing professional and the range of skills fostered will enable students to take advantage of opportunities to progress in a career in marketing management or a range of sub disciplines, such as marketing research or customer service.

Structure and Content

The design of this three-year degree programme is innovative since it allows students to develop a sound base of business knowledge combined with thorough understanding of the marketing function. The business content of this programme majors on general management, and finance, while the marketing content covers the most salient marketing concepts and activities.

Transfer Students

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

Further Study Options

Students who complete this programme successfully will qualify for direct entry into the final year of our BA (Hons) in Marketing (QQI Level 8).

Career Opportunities

Students completing a marketing degree can look towards building a career in general marketing management, brand management, business-to-business, services or international marketing. There are also opportunities for careers in marketing research, advertising, media buying and media planning. Demand among employers for graduates with strong business knowledge plus an in-depth knowledge of marketing is significant as companies face ever more competitive market environments.

Awarding Body

Quality & Qualifications Ireland (QQI)

Award Level

7 (Ordinary Bachelor Degree)

Award Type

Major

Course Length

3 Years

CAO Code

DB573

Entry Requirements

5 O6/H7s, to include Mathematics & English or another language

Application Procedure

Application through CAO

Programme Content Year 1

- ▶ Business Environment
- ▶ IT Skills for Business
- ▶ Fundamentals of Accounting
- ▶ Business Mathematics
- ▶ Fundamentals of Marketing
- ▶ Learning to Learn
- ▶ Personal Development

Year 2

- ▶ Organisational Behaviour
- ▶ Economics
- ▶ ICT Applications for Business
- ▶ Market Research
- ▶ Effective Selling for Business
- ▶ Communications for Success
- ▶ The World of Work

Year 3: Award

- ▶ Management
- ▶ Business Project
- ▶ Contemporary Marketing Communications
- ▶ Digimarketing
- ▶ International Marketing Practice
- ▶ Innovation and Entrepreneurship
- ▶ Employability Skills

Bachelor of Business in Information Technology

Awarding Body

Quality & Qualifications Ireland (QQI)

Award Level

7 (Ordinary Bachelor Degree)

Award Type

Major

Course Length

3 Years

CAO Code

DB574

Entry Requirements

5 O6/H7s, to include Mathematics & English or another language

Application Procedure

Application through CAO

Programme Content Year 1

- ▶ Business Environment
- ▶ IT Skills for Business
- ▶ Fundamentals of Accounting
- ▶ Business Mathematics
- ▶ Fundamentals of Marketing
- ▶ Learning to Learn
- ▶ Personal Development

Year 2

- ▶ Organisational Behaviour
- ▶ Economics
- ▶ ICT Applications for Business
- ▶ Computer Systems Technologies
- ▶ Fundamentals of Programming
- ▶ Communications for Success
- ▶ The World of Work

Year 3: Award

- ▶ Management
- ▶ Business Project
- ▶ Business Information Systems
- ▶ Database Designs and Cloud Technologies
- ▶ Innovation and Entrepreneurship
- ▶ Employability Skills
- ▶ Programming for Business

Year 1

Seven mandatory subjects provide foundation knowledge in core business areas and disciplines including information technology.

Year 2

Student knowledge in key business disciplines is developed and they are introduced to more specialised IT areas including Computer Systems Technologies and Fundamentals of Programming.

Year 3

At the final year, the business focus moves to a more strategic level while advanced knowledge and skills are developed in specialist IT areas such as Database Designs and Cloud Technologies and Business Information Systems.

Objectives

Information is now recognised as a critical business asset and the effective management of information is one of the most important challenges facing a modern organisation. Information is a powerful lever in achieving competitive advantage. The use of systems and technology to control and manage organisational data and information has developed into a vital business discipline. As a result, business people are now expected to be proficient in relevant technological concepts and applications, skills that had been viewed as being outside of the domain of the traditional manager. This degree has been designed to equip future managers with the necessary skills and knowledge that enable them to function effectively within this environment. As well as providing a firm grounding in all aspects of business, it also introduces students to the key principles of understanding, choosing and managing information systems.

Structure and Content

The design of this three-year degree programme is innovative since it allows students to develop a sound base of business knowledge combined with a thorough understanding of the role and application of information technology in business. The business content of this programme majors on general management, marketing and finance, while the IT content focuses on the practical application of IT to business situations and issues. Upon completion of the course graduates will have had a solid grounding in the skills and expertise needed to use information technology effectively, covering both the conceptual and technical aspects.

Transfer Students

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

Teaching and Assessment

The Bachelor of Business in Information Technology is taught mainly through lectures and tutorials, with students taking responsibility for a significant amount of study outside scheduled class times. Assessed work will consist of traditional end-of-year examinations plus a significant element of continuous assessment based on coursework. Such coursework may involve reports, case studies, essays or practical assignments.

Further Study Options

Students who complete this programme successfully will qualify for direct entry into the final year of the BA (Hons) in Business Information Systems programme at DBS.

Career Opportunities

Modern organisations depend heavily on their information systems and often prefer to recruit graduates that have strong familiarity with, and expertise in, the IT area. Graduates from this programme will be very attractive to such organisations. They will be fully equipped to develop careers in general business management or in more specialised IT-related areas. They will be particularly well suited to positions (such as business analyst) that straddle the traditional divide between general management and IT management, or to which strong IT competency is a significant asset.

Higher Certificate in Business

Year 1

Seven mandatory subjects provide foundation knowledge in core business disciplines and techniques and impart essential business and computing skills.

Year 2

Student knowledge and understanding of key business disciplines is further developed through five mandatory subjects. Students can also take a further two subjects that allow them to focus on a more specialised area of their choice.

Overview

Higher certificate programmes at DBS have a very practical focus and are ideal for students who prefer to 'learn by doing'. The Higher Certificate in Business programme is designed to equip students with a range of knowledge and practical skills, which will form the basis for commencing a career in general business or for progressing to higher level academic qualifications. Students who successfully complete the higher certificate programme can achieve full degree awards through further study.

Structure and Content

The Higher Certificate in Business covers all the essential aspects of business and equips students with fundamental business knowledge and skills. It embraces a wide range of business subjects focusing on general business administration and management plus the primary business disciplines of business computing, marketing and accounting. Students develop significant skills in oral and written communications as well as skills in a range of information technology applications.

Transfer Students

Students holding relevant qualifications may qualify for entry to the second year of the programme.

Further Study Options

Students who successfully complete their programme will qualify for entry onto the final year of the ordinary degree programmes (Level 7 awards) or Year 2 of the BA (Hons) Business degree programmes (Level 8 awards).

Career Opportunities

As this programme covers a broad spectrum of business subjects, career opportunities for graduates are numerous. The wide-range of business knowledge and skills gained by students on this programme makes them an attractive proposition for a range of employment opportunities in many business areas including marketing, sales, information technology and general administration.

Graduates who continue their studies and gain suitable work experience can look forward to advancement to management positions.

Awarding Body

Quality & Qualifications Ireland (QQI)

Award Level

6 (Higher Certificate)

Award Type

Major

Course Length

2 Years

CAO Code

DB513

Entry Requirements

506/H7s, to include Mathematics & English or another language

Application Procedure

Application through CAO

Programme Content Year 1

- ▶ Business Environment
- ▶ IT Skills for Business
- ▶ Fundamentals of Accounting
- ▶ Business Mathematics
- ▶ Fundamentals of Marketing
- ▶ Learning to Learn
- ▶ Personal Development

Year 2: Award

- ▶ Organisational Behaviour
- ▶ Economics
- ▶ ICT Applications for Business
- ▶ Cost Accounting
- ▶ Effective Selling for Business
- ▶ Communications for Success
- ▶ The World of Work



Higher Certificate in Business in Accounting

Awarding Body

Quality & Qualifications Ireland (QQI)

Award Level

6 (Higher Certificate)

Award Type

Major

Course Length

2 Years

CAO Code

DB522

Entry Requirements

506/H7s, to include Mathematics & English or another language

Application Procedure

Application through CAO

Programme Content Year 1

- ▶ Business Environment
- ▶ IT Skills for Business
- ▶ Fundamentals of Accounting
- ▶ Business Mathematics
- ▶ Fundamentals of Marketing
- ▶ Learning to Learn
- ▶ Personal Development

Year 2: Award

- ▶ Organisational Behaviour
- ▶ Economics
- ▶ ICT Applications for Business
- ▶ Cost Accounting
- ▶ Financial Accounting 1
- ▶ Communications for Success
- ▶ The World of Work

Year 1

Seven mandatory subjects provide foundation knowledge in core business and accounting disciplines and techniques and impart essential business and computing skills.

Year 2

Student knowledge and understanding of key business disciplines is further developed and they are given specialised knowledge and practical application skills in accounting theory and practice and financial information for planning and control.

Overview

Higher certificate programmes at DBS have a very practical focus and are ideal for students who prefer to 'learn by doing'. This Higher Certificate in Business in Accounting places a strong focus on the world of accounting. It is designed to equip students with a range of knowledge and practical skills, which will form the basis for commencing a career in an accounting-related context in business. It also provides a basis for progressing to higher level academic qualifications. Students who successfully complete the higher certificate programme can achieve full degree awards through further study.

Structure and Content

The Higher Certificate in Business in Accounting covers essential aspects of business and provides specialised knowledge and skills in accounting. It equips students with a strong combination of business and accounting know-how. On the business side, it covers a range of subjects focusing on general business operation and administration. On the accounting side it deals with the fundamentals of financial information for planning and control. Students also develop significant skills in oral and written communications as well as skills in a range of information technology applications.

Transfer Students

Students holding relevant qualifications may qualify for entry to the second year of the programme.

Further Study Options

Students who complete their programme will qualify for entry onto the final year of the ordinary degree programme in Accounting and Finance (Level 7 award) or Year 2 of the BA (Hons) in Accounting and Finance degree (Level 8 award).

Career Opportunities

As this programme combines business and accounting subjects, career opportunities for graduates are most likely to be in the accounting departments of organisations or in many other business positions where knowledge of accounting is a requirement or an asset. The blend of business and accounting knowledge and skills gained by students on this programme makes them an attractive proposition for a range of employment opportunities. Graduates who continue their studies and gain suitable work experience can look forward to advancement to management positions.

Higher Certificate in Business in Marketing

Year 1

Seven mandatory subjects provide foundation knowledge in the core business disciplines and techniques and impart essential business and computing skills.

Year 2

Student knowledge and understanding of key business disciplines is further developed accompanied by the development of specialised knowledge of marketing topics.

Overview

Higher certificate programmes at DBS have a very practical focus and are ideal for students who prefer to 'learn by doing'. This Higher Certificate in Business in Marketing places a strong focus on the world of marketing. Marketing is an exciting, vibrant and dynamic area impacting on all our lives. From the major multinationals to the local corner shops, identifying customers and meeting their needs is critical to business survival and success. For many, this makes marketing a particularly attractive and interesting career path. This course is designed to equip students with business and marketing knowledge and practical skills, which will form the basis for commencing a career in a marketing-related context in business. It also provides a basis for progressing to higher level academic qualifications. Students who successfully complete the higher certificate programme can achieve full degree awards through further study.

Structure and Content

The Higher Certificate in Business in Marketing cover essential aspects of business and provides specialised knowledge of marketing. It equips students with a strong combination of business and marketing know-how. On the business side, it covers a wide range of subjects focusing on general business administration and business management. On the marketing side it deals with the essentials of marketing research techniques and applied marketing practice.

Interactive Teaching and Learning Methods

The learning process in higher certificate courses involves lectures, tutorials, practicals, workshops, case studies and computer-assisted study. As the course progresses, students build on their foundation knowledge and move towards more in-depth study of particular areas. Lecturers adopt an interactive style in which students are encouraged to participate actively in classes. The general emphasis is on 'learning by doing' rather than acquisition of theoretical textbook knowledge.

Transfer Students

Students holding relevant qualifications may qualify for entry to the second year of the programme.

Further Study Options

Students who complete their programme will qualify for entry onto the final year of the ordinary degree programme in Marketing (Level 7 award) or Year 2 of the BA (Hons) in Marketing degree (Level 8 award).

Career Opportunities

As this programme combines business and marketing subjects, career opportunities for graduates are most likely to be in the marketing departments of organisations or in many other business positions where knowledge of marketing is an asset. The blend of business and marketing knowledge and skills gained by students on this programme makes them an attractive proposition for a range of employment opportunities.

Graduates who continue their studies and gain suitable work experience can look forward to advancement to management positions.

Awarding Body

Quality & Qualifications Ireland (QQI)

Award Level

6 (Higher Certificate)

Award Type

Major

Course Length

2 Years

CAO Code

DB533

Entry Requirements

506/H7s to include Mathematics & English or another language

Application Procedure

Application through CAO

Programme Content Year 1

- ▶ Business Environment
- ▶ IT Skills for Business
- ▶ Fundamentals of Accounting
- ▶ Business Mathematics
- ▶ Fundamentals of Marketing
- ▶ Learning to Learn
- ▶ Personal Development

Year 2: Award

- ▶ Organisational Behaviour
- ▶ Economics
- ▶ ICT Applications for Business
- ▶ Market Research
- ▶ Effective Selling for Business
- ▶ Communications for Success
- ▶ The World of Work

SCHOOL OF LAW

The School of Law at DBS was founded in 1991 as part of Portobello College. The School has a well-qualified and experienced staff base and prides itself on its hands-on teaching approach, with its emphasis on a high level of pastoral care. The academic faculty all have a passion for the study of law and a commitment to provide high quality instruction. The delivery of our programmes is enhanced by the fact that the majority of the lecturers are qualified barristers or solicitors.

A number of key guest lectures are arranged during each year as part of the established 'Law & Practice Series' and these give students insights into cutting-edge professional practice, postgraduate study opportunities and career opportunities for graduates. DBS also has an excellent law library which provides students with access to many useful legal databases.

Graduates of the Bachelor of Laws (Honours) who wish to qualify as barristers are eligible to sit the entrance examinations of the Honorable Society of the King's Inns. The degree also enables graduates who wish to qualify as solicitors to sit the Law Society of Ireland entrance examinations (FEIs).

In addition, the DBS School of Law offers Higher Certificates in Legal Studies and Legal and Business Studies, and Ordinary Degrees in Legal Studies and Legal and Business Studies.



LL.B Bachelor of Law (Hons)

Year 1

Four substantive law modules including an introduction to the Irish Legal System plus a module focused on the acquisition of legal research skills. Two semesterised modules include an Employability Module in addition to an IT Skills Module.

Year 2

There are five mandatory modules and then Learners can choose one further module – between a law module: Commercial Law, and two cross discipline modules that are complementary to law: People in Organisations and Project Planning and Control.

Year 3

There are three mandatory modules and students can then choose three modules from a variety of law modules and cross discipline modules.

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 Honourable Society of King's Inns entrance examinations, the passing of which are a pre-requisite for taking the Barrister-at-Law degree.

Why Study Law at DBS?

- ▶ The LL.B Bachelor of Law (Hons) degree is fully recognised by all of the professional legal bodies in Ireland including the Law Society of Ireland and the Honourable Society of Kings Inns.
- ▶ Strong pastoral care ethos.
- ▶ Up to date careers guidance and counselling.
- ▶ Key transferable skills (including research, IT, presentational etc.) taught and developed through the course.
- ▶ Emphasis on advocacy training and mooting.
- ▶ Focus on examination technique.
- ▶ Competitive fee structure.
- ▶ Flexible delivery – daytime or evening classes.
- ▶ 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.
- ▶ Studying law has an appeal to any student considering a career in the legal profession.
- ▶ A law degree opens up a range of career opportunities apart from the practice of law (commercial industry, social sciences, politics, the media and public service).

- ▶ You will be taught by very experienced and enthusiastic lecturers who really 'connect' with the students and most of whom have significant experience of legal practice which they use to illustrate and enrich their teaching.
- ▶ The curriculum is orientated towards employability.
- ▶ Track record of excellent examination results.
- ▶ You will receive a rounded and stimulating educational experience in Ireland's largest independent third level institution which comprises a diverse and vibrant student community over 9,000 strong, thus facilitating greater social, leisure and sporting opportunities than can be provided by smaller institutions.

Structure and Content

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.

Awarding Body

Quality & Qualifications Ireland (QQI)

Award Level

8 (Honours Bachelor Degree)

Award Type

Major

Course Length

3 Years

CAO Code

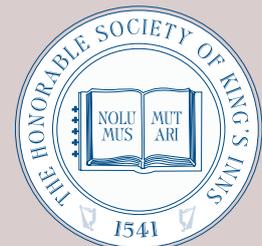
DB568

Entry Requirements

2 H5s + 4 O6/H7s, to include English

Application Procedure

Application through CAO



Programme Content Year 1

All modules are mandatory

- ▶ Contract Law
- ▶ Constitutional Law
- ▶ Criminal Law
- ▶ The Irish Legal System
- ▶ Introduction to Legal Research Skills
- ▶ Learning to Learn
- ▶ IT Skills

Year 2

- ▶ Law of Tort
- ▶ European Union Law
- ▶ Company Law
- ▶ Law of Real Property
- ▶ Mooting and Professional practice & choice

Electives include: (students choose one)

- ▶ Commercial Law or
- ▶ Project Planning and Control or
- ▶ People in Organisations

Year 3: Award

Mandatory Modules

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

Electives include: (students choose three)

- ▶ Law of Evidence
- ▶ Jurisprudence
- ▶ Family Law
- ▶ Employment Law
- ▶ Taxation Systems
- ▶ Project Planning Techniques
- ▶ Human Resource Management

Teaching and Assessment

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 the 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.

Professional Accreditation

The LL.B Bachelor of Law (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.

Career Opportunities

The LL.B Bachelor of Law (Hons) 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. 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.

Dublin Business School has a dedicated Careers and Appointments Services department who work to develop the career prospects of the student body by teaching employment skills to be utilised following graduation and throughout a student's professional life. The Careers office additionally publicises recruitment campaigns and current vacancies that may be of interest to students.

Additionally, internships and work experience opportunities are developed by our Employer Liaison Officer, with many DBS graduates continuing on to work within the company where they have completed their work placement.

For further information on the DBS Careers and Appointments Services, please visit the dedicated website.

Opens up the door to a number of opportunities for employment and is not just confined to the professional qualification route.

BA in Legal Studies

Overview

The philosophy of this programme is to provide students with an appropriate base of relevant study in the area of law. The aims of the programme are:

- ▶ To develop the students' intellectual capacity and their practical skills in analysing legal problems
- ▶ To provide students with a sound theoretical framework and a comprehensive perspective of the legal system
- ▶ To give the students an appreciation of how the different sources of law interrelate
- ▶ To give an appreciation of how the international legal system operates

The objectives of the BA in Legal Studies are that on graduation students will have:

- ▶ A clear understanding of the fundamental principles of the branches of law dealt with on the syllabus
- ▶ Be able to identify, analyse and find solutions to legal problems
- ▶ Be able to express opinions on legal issues with conciseness and clarity
- ▶ Be able to assist in the management and function of a legal practice
- ▶ Have a clear understanding of the fundamental rights and duties of the State and of individuals
- ▶ Understand the sources and regulatory framework of EU law and its impact on domestic law
- ▶ An ability to express legal terms in a manner that is understood by all.

Structure and Content

The degree programme is designed to be academically coherent and intellectually demanding. The educational programme will be presented with an applied focus using a range of teaching and learning methods. The programme is very attractive to students and offers them considerable potential for development. Modules are grouped into themes which reflect the different areas of study involved and this is done to provide cohesion within the degree structure.

All modules are compulsory and the course structure is designed to provide students with the optimal choices with regard to further study, professional education and career choices.

Transfer Learners

Those who complete their BA degree in Legal Studies may be eligible for transfer to the final year of the Bachelor of Laws (Hons) programme (Level 8 award).

Teaching and Assessment

The BA in Legal Studies 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 individual and group assignments and of course 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 legal studies graduates are numerous. The wide-ranging nature of knowledge and skills gained by such graduates makes them an attractive proposition for any prospective employer. Graduates have the opportunity to add value for both employers and themselves on a daily basis. They can test theories, apply concepts and undertake practical project work. Many will pursue a professional legal qualification either as solicitors (Law Society) or barristers (King's Inns). The BA in Legal Studies enables students to sit the Law Society's entrance examinations and students may also apply for entry to the King's Inns diploma course. Others may wish to professionally qualify outside the jurisdiction in England and Wales or indeed the US. Graduates may also pursue Legal Executive qualifications through the Institute of legal executives. Students wishing to pursue further qualifications can proceed to postgraduate programmes up to Masters level or beyond. Regardless of career choices, students' legal training is certain to provide prospective employers or institutions of further study with a solid platform from which to recruit.

Awarding Body

Quality & Qualifications Ireland (QQI)

Award Level

7 (Ordinary Bachelor Degree)

Award Type

Major

Course Length

3 Years

CAO Code

DB582

Entry Requirements

5 06/H7s, to include English

Application Procedure

Application through CAO

Programme Content Year 1

Core

- ▶ Irish Legal Systems
- ▶ Criminal Law 1
- ▶ Law of Tort 1
- ▶ Contract Law 1
- ▶ IT Skills for Business
- ▶ Learning to Learn
- ▶ Introduction to Legal Research Skills

Year 2

Core

- ▶ Communications for Success
- ▶ Introduction to the Law of Equity
- ▶ Constitutional Law
- ▶ Contract Law 2
- ▶ Law of Tort 2
- ▶ Criminal Law 2
- ▶ Principles of Commercial Law

Year 3: Award

Core

- ▶ Mooting and Professional Practice
- ▶ EU Law
- ▶ Employment Law
- ▶ Company Law
- ▶ Law of Real Property
- ▶ Family Law

BA in Legal and Business Studies

Awarding Body

Quality & Qualifications Ireland (QQI)

Award Level

Level 7 (Ordinary Bachelor Degree)

Award Type

Major

Course Length

3 Years

CAO Code

DB583

Entry Requirements

5 O6/H7s, to include Mathematics & English or another language

Application Procedure

Application through CAO

Year 1

This stage prepares the student by laying the necessary groundwork in fundamental aspects of law and business.

Year 2

During this year the student will further develop their knowledge and understanding of the law and will be introduced to the building blocks of the business studies elements of the degree.

Year 3

In the final year, integration of both business and legal subjects will be completed.

Overview

The philosophy of this programme is to provide students with an appropriate base of relevant study in the areas of law and business. The aims of the programme are:

- ▶ To develop the students' intellectual capacity and their practical skills in analysing legal and commercial problems
- ▶ To provide students with a sound theoretical framework and a comprehensive perspective of the legal system and the business environment
- ▶ To provide a business insight to legal practice and a legal insight to business
- ▶ To give the students an appreciation of how the different sources of law interrelate
- ▶ To give an appreciation of how the international legal system operates
- ▶ To prepare students for entry to professional courses.

The objectives of the BA in Legal and Business Studies are that on graduation students will have:

- ▶ A clear understanding of the fundamental principles of business and law
- ▶ Be able to identify, analyse and find solutions to legal and business problems
- ▶ Be able to assist in the management and function of a legal practice
- ▶ Understand the sources and regulatory framework of EU law and its impact on domestic law and business

- ▶ An ability to express legal issues in commercial terms and commercial issues in legal terms
- ▶ Be able to understand, analyse and interpret financial data, apply the law to financial problems and express clearly the financial implications of legal issues.

Structure and Content

This degree programme is designed to be academically coherent and intellectually demanding. The educational programme will be presented with an applied focus using a range of teaching and learning methods. The programme therefore is very attractive to students and offers them considerable potential for development. Modules are grouped into themes which reflect the different areas of study involved and this is done to provide cohesion within the degree structure.

All modules are compulsory and the course structure is designed to provide students with the optimal choices with regard to further study, professional education and career choices.

Transfer Learners

Students who complete their BA degree in Legal and Business Studies may be eligible for transfer to the final year of the BA (Hons) in Business (Law) (Level 8 award).

Career Opportunities

Because of the broad spectrum of subjects studied, career opportunities for legal studies and business graduates are numerous. The wide-ranging nature of knowledge and skills gained by such graduates makes them an attractive proposition for any prospective employer. Graduates have the opportunity to add value for both employers and themselves on a daily basis. Graduates can test theories, apply concepts and undertake practical project work. Many will pursue a professional legal qualification either as solicitors (Law Society) or barristers (King's Inns).

The BA enables students to sit the Law Society's entrance examinations and students may also apply for entry to the King's Inns diploma course. Others may wish to professionally qualify outside the jurisdiction in England and Wales or indeed the US. Students wishing to pursue further qualifications can proceed to postgraduate programmes up to Masters level or beyond. Regardless of students' career choices, a combination of both legal and business training provides prospective employers or institutions of further study, with a solid platform from which to recruit.

Students had the opportunity to present some assignments in class which gave them the organisational, communication, and confidence skills to stand up, speak and display their assignments.

Programme Content

Year 1

Core

- ▶ Learning to Learn
- ▶ Personal Development
- ▶ Irish Legal System
- ▶ Business Environment
- ▶ Law of Tort 1
- ▶ Fundamentals of Marketing
- ▶ IT Skills

Year 2

Core

- ▶ Communications for Success
- ▶ The World of Work
- ▶ Economics
- ▶ Contract Law
- ▶ Organisational Behaviour
- ▶ Fundamentals of Accounting
- ▶ Principles of Commercial Law

Year 3: Award

Core

- ▶ Innovation and Entrepreneurship
- ▶ Employability Skills
- ▶ EU Law
- ▶ Employment Law
- ▶ Management
- ▶ Business Finance
- ▶ Business/Law Project

Higher Certificate in Legal Studies

Awarding Body

Quality & Qualifications Ireland (QQI)

Award Level

6 (Higher Certificate)

Award Type

Major

Course Length

2 Years

CAO Code

DB580

Entry Requirements

5 O6/H7s, to include English

Application Procedure

Application through CAO

Programme Content

Year 1

Core

- ▶ Irish Legal Systems
- ▶ Criminal Law 1
- ▶ Law of Tort 1
- ▶ Contract Law 1
- ▶ IT Skills for Business
- ▶ Learning to Learn
- ▶ Introduction to Legal Research Skills

Year 2: Award

Core

- ▶ Communications for Success
- ▶ Introduction to the Law of Equity
- ▶ Constitutional Law
- ▶ Contract Law 2
- ▶ Law of Tort 2
- ▶ Criminal Law 2
- ▶ Principles of Commercial Law

Year 1

This stage prepares the student by laying the necessary groundwork in fundamental aspects of law.

Year 2

During this year the student will further develop their knowledge and understanding of the law and will be introduced to further practical building blocks of the higher certificate.

Overview

The philosophy of this programme is to provide students with an appropriate base of relevant study in the area of law. The aims of the programme are:

- ▶ To help develop the students' intellectual capacity and their practical skills in analysing legal problems
- ▶ To provide students with a sound theoretical framework and an informed perspective of the legal system
- ▶ To give the students an appreciation of how the different sources of law interrelate
- ▶ To give an appreciation of how the international legal system operates
- ▶ To help prepare students for entry to professional courses.

The objectives of the Higher Certificate in Legal Studies are that on graduation students will have:

- ▶ A clear understanding of the fundamental principles of the branches of law dealt with on the syllabus
- ▶ Be able to identify, analyse and find solutions to legal problems
- ▶ Be able to express opinions on legal issues with conciseness and clarity
- ▶ Be able to assist in the management and function of a legal practice
- ▶ Have a clear understanding of the fundamental rights and duties of the State and of individuals
- ▶ Understand the sources and regulatory framework of EU law and its impact on domestic law
- ▶ An ability to express legal terms in a manner that is understood by all.

Structure and Content

The higher certificate programme is designed to be academically coherent and intellectually stimulating. The educational programme will be presented with an applied focus using a range of teaching and learning methods. The programme therefore is very attractive to students and offers them considerable potential for development. Modules are grouped into themes which reflect the different areas of study involved and this is done to provide cohesion within the degree structure.

All modules are compulsory and the course structure is designed to provide students with the optimal choices with regard to further study, professional education and career choices.

Assessment

The Higher Certificate in Legal Studies is taught mainly through lectures and tutorials, with students taking responsibility for a significant amount of study outside scheduled class times. Assessment takes a variety of forms, including essays and individual and group assignments and of course 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 those who progress to the BA in Legal Studies and the Bachelor of Laws (Hons) are numerous. The wide-ranging nature of knowledge and skills gained by such graduates makes them an attractive proposition for any prospective employer. Graduates have the opportunity to add value for both employers and themselves on a daily basis. They can test theories, apply concepts and undertake practical project work. Many will pursue a professional legal qualification either as solicitors (Law Society) or barristers (King's Inns). Others may wish to professionally qualify outside the jurisdiction in England and Wales or indeed the US. Graduates may also pursue legal executive qualifications through the Institute of Legal Executives. Students wishing to pursue further qualifications can proceed to postgraduate programmes up to Masters level or beyond. Regardless of students' career choices, students' legal training is certain to provide prospective employers or institutions of further study with a solid platform from which to recruit.

Transfer Learners

Higher Certificate students who successfully complete their two years may be eligible for transfer to the final year of the BA (Level 7 award) degree course. From there, those who complete their BA degree in Legal Studies may be eligible for transfer to the final year of the Bachelor of Laws (Hons) programme (Level 8 award).

The modules were easy to follow as were the exams and assignments.



Higher Certificate in Legal and Business Studies

Awarding Body

Quality & Qualifications Ireland (QQI)

Award Level

6 (Higher Certificate)

Award Type

Major

Course Length

2 Years

CAO Code

DB581

Entry Requirements

5 06/H7, to include Mathematics & English or another language

Application Procedure

Application through CAO

Programme Content Year 1

Core

- ▶ Learning to Learn
- ▶ Personal Development
- ▶ Irish Legal System
- ▶ Business Environment
- ▶ Law of Tort 1
- ▶ Fundamentals of Marketing
- ▶ IT Skills

Year 2: Award

Core

- ▶ Communications for Success
- ▶ The World of Work
- ▶ Economics
- ▶ Contract Law
- ▶ Organisational Behaviour
- ▶ Fundamentals of Accounting
- ▶ Principles of Commercial Law

Overview

The philosophy of this programme is to provide students with an appropriate base of relevant study in the areas of law and business. The aims of the programme are:

- ▶ To help develop the students' intellectual capacity and their practical skills in analysing legal and commercial problems
- ▶ To provide students with a sound theoretical framework and an informed perspective of the legal system and the business environment
- ▶ To provide a business insight to legal practice and a legal insight to business
- ▶ To give the students an appreciation of how the different sources of law interrelate
- ▶ To give an appreciation of how the international legal system operates
- ▶ To help prepare students for entry to professional courses.

The objectives of the Higher Certificate in Business and Legal Studies are that on graduation students will have:

- ▶ A clear understanding of the fundamental principles of business and law
- ▶ Be able to identify, analyse and find solutions to legal and business problems
- ▶ Be able to assist in the management and function of a legal practice
- ▶ Understand the sources and regulatory framework of EU law and its impact on domestic law and business
- ▶ An ability to express legal issues in commercial terms and commercial issues in legal terms
- ▶ Be able to understand, analyse and interpret financial data, apply the law to financial problems and express clearly the financial implications of legal issues.

Structure and Content

The higher certificate programme is designed to be academically coherent and intellectually demanding. The educational programme will be presented with an applied focus using a range of teaching and learning methods. The programme therefore is very attractive to students and offers them considerable potential for development. Modules are grouped into themes which reflect the different areas of study involved and this is done to provide cohesion within the degree structure.

All modules are compulsory and the course structure is designed to provide students with the optimal choices with regard to further study, professional education and career choices.

Transfer Learners

Higher Certificate students who successfully complete their two years may be eligible for transfer to the final year of the BA in Legal Studies and Business (Level 7) degree course. On completion of the BA, students may be eligible for transfer to the final year of the BA (Hons) in Business Management (Law) programme (Level 8 award).

Teaching and Assessment

The Higher Certificate is taught mainly through lectures and tutorials, with students taking responsibility for a significant amount of study outside scheduled class times. Assessment takes a variety of forms, including essays and individual and group assignments and of course 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 those who progress to the BA in Legal and Business Studies and the BA (Hons) in Business (Law) (Level 8 award) are numerous. The wide-ranging nature of knowledge and skills gained by such graduates makes them an attractive proposition for any prospective employer. Graduates have the opportunity to add value for both employers and themselves on a daily basis. Graduates can test theories, apply concepts and undertake practical project work. Many will pursue a professional legal qualification either as solicitors (Law Society) or barristers (King's Inns).

Others may wish to professionally qualify outside the jurisdiction in England and Wales or indeed the US. Students wishing to pursue further qualifications can proceed to postgraduate programmes up to Masters level or beyond. Regardless of students' career choices, a combination of both legal and business training is certain to provide prospective employers or institutions of further study, with a solid platform from which to recruit.

The lecturers were the best part of the course as they were always friendly, helpful, and easy to talk and listen to.



Additional Programmes Offered at DBS

Dublin Business School offers a wide range of full-time and part-time undergraduate, postgraduate, professional and executive programmes. Through our various programmes we offer a wide variety of complementary areas of study in which we have built a considerable reputation. Our suite of postgraduate business programmes includes options for non-business as well as business graduates.

DBS Postgraduate School

Postgraduate School of Arts

- ▶ MA in Addiction Studies
- ▶ MA in Psychoanalytic Psychotherapy (APPI recognised)
- ▶ MA in Psychotherapy
- ▶ MSc in Applied Psychology
- ▶ Higher Diploma in Arts in Psychoanalytic Studies
- ▶ Higher Diploma in Arts in Psychology (PSI accredited)
- ▶ Higher Diploma in Counselling and Psychotherapy

Postgraduate School of Business

- ▶ Master of Business Administration with specialist streams in Cloud Computing, Finance, Human Resource Management, Information Systems, Marketing, Project Management
- ▶ Master of Science (MSc) Digital Marketing*
- ▶ Master of Science (MSc) FinTech*
- ▶ Master of Science (MSc) in Data Analytics*
- ▶ MSc in Information Systems with Computing
- ▶ MSc in International Accounting & Finance
- ▶ MSc in Management Practice
- ▶ MSc in Marketing
- ▶ MSc in Marketing (Digital Media Stream)
- ▶ MSc Information & Library Management (LAI accredited)
- ▶ Higher Diploma in Science in Fintech*
- ▶ Higher Diploma in Business

Part-Time Undergraduate Programmes

DBS School of Arts

- ▶ BA (Hons) in Arts
- ▶ BA (Hons) Journalism
- ▶ BA (Hons) Film
- ▶ BA (Hons) Psychology – PSI accredited
- ▶ BA (Hons) Counselling and Psychotherapy – IACP recognised
- ▶ BA (Hons) Social Science

* Subject to validation

DBS School of Business

- ▶ BA (Hons) Accounting & Finance
- ▶ BA (Hons) Business
- ▶ BA (Hons) Business (HRM)
- ▶ BA (Hons) Business (Law)
- ▶ BA (Hons) Business (Management)
- ▶ BA (Hons) Business (Project Management)
- ▶ BA (Hons) Business (Psychology)
- ▶ BA (Hons) Business (Work Placement)
- ▶ BA (Hons) Business Information Systems
- ▶ BA (Hons) Financial Services
- ▶ BA (Hons) Marketing
- ▶ BA (Hons) Marketing (Digital Media & Cloud Computing)
- ▶ BA (Hons) Marketing (Digital Media)
- ▶ BA (Hons) Marketing (Event Management)
- ▶ BSc (Hons) Computing
- ▶ BSc (Hons) Computing (Cloud Computing)
- ▶ BSc (Hons) Computing (Data Analytics and Big Data)
- ▶ BSc (Hons) Computing (Software Development)
- ▶ BSc (Hons) Computing (Web and Mobile Computing)

DBS School of Law

- ▶ Bachelor of Laws (Honours)

Professional School Programmes

The Professional Accountancy Department at DBS offers courses for the professional examination of:

- ▶ Association of Certified Chartered Accountants (ACCA)

Professional evening diploma programmes are also offered in the following areas:

Business Studies, Management, Accounting and Finance, Taxation, Human Resource Management, Office Management, Marketing, Advertising, Sales and PR, Project Management, Investment and Capital Markets, Wealth Management, Tourism Management and Marketing, Selling and Sales Management, Digital Marketing, Event Management and PR, Family Law, Employment Law, Legal Studies, Health and Safety Law, Alternative Dispute Resolution, Company Law, Media Law, Criminology, Addiction Studies, Psychology, Social Science, Counselling, Psychoanalytic Studies, Crime Scene Investigation, Journalism and Media, Sports Journalism, Video Production, Cloud Computing, and Web Design and Development.

DBS offers online programmes in the areas of: Project Management, Management Studies, Human Resource Management, Event Management & PR, Digital Marketing & Strategy, Company Law, Employment Law, Selling & Sales Management.



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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.

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