

# BACHELOR OF COMMERCE (including GLOBAL EXPERIENCE)

## Final Year Streams

### (3BC1, 4BC8 & 4BC9)

Students must pass modules to a total of 60 ECTS credits.

**The 60 ECTS credits must be derived in the following way:**

(a) 20 ECTS obligatory for all students:

<i>Code</i>	<i>Module</i>	<i>ECTS</i>	<i>Semester</i>
EC423	Ireland in the Global Economy	5	Semester I
MG3104	Ethics and Corporate Responsibility	5	Semester I
MG3103	Business Strategy	5	Semester II
MG3109	Innovation: Creativity & Enterprise	5	Semester II

(a) Students must select one of the streams listed below and pass modules to a total of 25 ECTS in that stream:

**Accounting & Performance Measurement**

**Economics & Public Policy**

**Marketing Management**

**Human Resource Management**

**Digital Business & Analytics**

**Finance**

**Business Law**

**International Business**

**Enterprise**

(b) Make up the remaining 15 ECTS from the list of elective modules.

### *STREAMS (FINAL YEAR)*

#### ACCOUNTING & PERFORMANCE MEASUREMENT (25 ECTS)

The following are the obligatory modules for the stream:

<i>Code</i>	<i>Module</i>	<i>ECTS</i>	<i>Semester</i>	<i>Prerequisites</i>
AY308	Taxation I	5	Semester I	
AY321	Management Accounting II	5	Semester I	Mgmt. Acc. I
AY322	Management Accounting III	5	Semester II	Mgmt. Acc. II
AY325	Int Financial Reporting II	5	Semester I	
AY326	Int Financial Reporting III	5	Semester II	Int.Fin.Rep.II

**Additional Accounting modules** (which are optional within the stream):

AY314	Business Finance II	5	Semester II	
AY319	Taxation II	5	Semester II	Taxation I

## **ECONOMICS & PUBLIC POLICY (25 ECTS)**

The following are the obligatory modules for the stream:

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The following are the obligatory modules for the stream:

<b><i>Code</i></b>	<b><i>Module</i></b>	<b><i>ECTS</i></b>	<b><i>Semester</i></b>
EC3101	Microeconomics and Public Policy	5	Semester I
EC3102	Macroeconomics and Public Policy	5	Semester II

Additional Economics modules in the stream may be taken from the following list of options on offer:

<b><i>Code</i></b>	<b><i>Module</i></b>	<b><i>ECTS</i></b>	<b><i>Semester</i></b>
EC3105	Econometrics	5	Semester I
EC345	Health Economics	5	Semester I
EC369	Money and Banking	5	Semester I
EC388	Environmental and Natural Resource Economics	5	Semester I
EC3100	Economics and Philosophy	5	Semester II
EC3104	Agricultural and Food Economics	5	Semester II
EC362	Economics of Financial Markets	5	Semester II
EC386	Public Economics	5	Semester II
EC429	Marine Economics	5	Semester II

*Prerequisites:* Students wishing to pursue postgraduate studies in Economics are advised to take EC3105 Econometrics.

*All of these options may not be available each year*

## **MARKETING MANAGEMENT (25 ECTS)**

The following are the obligatory modules for the stream:

<b><i>Code</i></b>	<b><i>Module</i></b>	<b><i>ECTS</i></b>	<b><i>Semester</i></b>
MK3101	Cases in Marketing Strategy	5	Semester I
MK3105	Marketing Analytics	5	Semester II
MK3103	Digital Marketing Planning	5	Semester II
MK 303	Global Marketing	5	Semester II

Additional Marketing modules (which are optional within the stream):

<b><i>Code</i></b>	<b><i>Title</i></b>	<b><i>ECTS</i></b>	<b><i>Semester</i></b>
MK311	The Marketing of Services	5	Semester I
MK314.	Media & Marketing Communications	5	Semester I
MK341	Brand Management	5	Semester II

### **HUMAN RESOURCE MANAGEMENT (25 ECTS)**

The following are the obligatory modules for the stream:

<i>Code Module</i>	<i>ECTS</i>	<i>Semester</i>
MG328 Human Resource Management	5	Semester I
MG3101 Contemporary Issues in Work and Organisations	5	Semester I
MG326 Employee Relations: Rights & Obligations	5	Semester I
MG3100 Human Resource Practice	5	Semester II
MG3102 Work in a Global Context	5	Semester II

Additional Human Resource Management modules (which are optional within the stream):

<i>Code</i>	<i>Title</i>	<i>ECTS</i>	<i>Semester</i>
MG323	International Business	5	Semester II

### **DIGITAL BUSINESS & ANALYTICS (25 ECTS)**

The following are the obligatory modules for the stream:

<i>Code</i>	<i>Module</i>	<i>ECTS</i>	<i>Semester</i>
MS222	Decision Modelling and Analytics	5	Semester I
MS218	Database Technologies	5	Semester I
MS414	Business Intelligence and Analytics	5	Semester I
MS4101	Implementing Digital Innovation	5	Semester II
MS319	Enterprise Systems	5	Semester II

*Additional Digital Business and Analytics modules* (which are optional within the stream):

MS325	Contemporary Project Management	5	Semester I
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### **FINANCE (25 ECTS)**

The following are the obligatory modules for the stream:

<i>Code Module</i>	<i>ECTS</i>	<i>Semester</i>	<i>Prerequisites</i>
EC369	Money and Banking	5	Semester I
AY308	Taxation I	5	Semester I
MG3111	Entrepreneurial Finance	5	Semester I
AY314	Business Finance II	5	Semester II
EC362	Economics of Financial Markets	5	Semester II

*Additional Finance modules* (which are optional within the stream):

AY319	Taxation II	5	Semester II	Taxation I
LW374	Banking Law	5	Semester II	Bus. Law I & Bus.Law II

### **BUSINESS LAW (25 ECTS)**

Students can elect modules from the list for the stream:

<b><i>Code</i></b>	<b><i>Module</i></b>	<b><i>ECTS</i></b>	<b><i>Semester</i></b>	<b><i>Prerequisites</i></b>
LW427	European Union Law I	5	Semester I	
LW428	European Union Law II	5	Semester II	European Union Law I
LW229	Company Law I	5	Semester I	
LW231	Company Law II	5	Semester II	Company Law I
LW3122	Law and Innovation	5	Semester II	
LW423	Advanced Business Law	5	Semester I	Bus. Law I & Bus. Law II
LW356	Industrial & Intellectual Property Law	5	Semester 1	Bus. Law I & Bus. Law II
LW383	Information Technology Law	5	Semester 1	Bus. Law I & Bus. Law II
LW333	Comparative Competition Law	5	Semester 1	Bus. Law I & Bus. Law II
LW374	Banking Law	5	Semester II	Bus. Law I & Bus. Law II
LW364	International Trade Law	5	Semester II	Bus. Law I & Bus. Law II

*All of these options may not be available each year*

### **INTERNATIONAL BUSINESS (25 ECTS)**

The following are the obligatory modules for the stream:

<b><i>Code</i></b>	<b><i>Module</i></b>	<b><i>ECTS</i></b>	<b><i>Semester</i></b>	<b><i>Prerequisites</i></b>
MS414	Business Intelligence and Analytics	5	Semester I	
EC369	Money & Banking	5	Semester I	
MG323	International Business	5	Semester II	
MG3102	Work in a Global Context	5	Semester II	
MK303	Global Marketing	5	Semester II	

### **ENTERPRISE (25 ECTS)**

The following are the obligatory modules for the stream:

<b><i>Code</i></b>	<b><i>Module</i></b>	<b><i>ECTS</i></b>	<b><i>Semester</i></b>	<b><i>Prerequisites</i></b>
MG3110	Entrepreneurship	5	Semester I	
MG3113	Megatrends	5	Semester I	
MG3111	Entrepreneurial Finance	5	Semester I	Business Finance 1
MG3112	Entrepreneurial Leadership & Mgmt	5	Semester II	
MG3114	Founder Selling	5	Semester II	

### **ELECTIVES AVAILABLE IN SEMESTER I**

<b><i>Code</i></b>	<b><i>Module</i></b>	<b><i>ECTS</i></b>	<b><i>Prerequisites</i></b>
AY325	Int. Fin. Reporting II	5	
AY321	Management Accounting II	5	Mgmt. Acc. I
EC3101	Microeconomics and Public Policy	5	
EC3105	Econometrics	5	
EC369	Money & Banking	5	

EC345	Health Economics	5	
EC388	Environmental and Natural Resource Economics	5	
MS414	Business Intelligence and Analytics	5	
MG3101	Contemporary Issues in Work and Organisations	5	
MG3101	Contemporary Issues in Work and Organisations	5	
MG328	Human Resource Management	5	
MK311	The Marketing of Services	5	
MK314	Media & Marketing Communications	5	
LW229	Company Law I	5	
LW333	Comparative Competition Law	5	Bus. Law I & Bus. Law II
LW356	Industrial & Intellectual Property Law	5	Bus. Law I & Bus. Law II
LW383	Information Technology Law	5	Bus. Law I & Bus. Law II
LW423	Advanced Business Law	5	Bus. Law I & Bus. Law II
LW427	European Union Law I	5	
CI300	Doing Business in China – Lang. & Culture I	5	
ME353	Quality Systems	5	
MG3111	Entrepreneurial Finance	5	Business Finance 1
MG3113	Megatrends 5		

### **ELECTIVES AVAILABLE IN SEMESTER 2**

<b><i>Code</i></b>	<b><i>Module</i></b>	<b><i>ECTS</i></b>	<b><i>Prerequisites</i></b>
AY314	Business Finance II	5	Bus. Finance 1
AY322	Management Accounting III	5	Management Accounting II
AY326	Int. Fin. Reporting III	5	Int. Fin. Rep. II
EC3102	Macroeconomics and Public Policy	5	
EC362	Economics of Financial Markets	5	
EC386	Public Economics	5	
EC3100	Economics and Philosophy	5	
EC3104	Agricultural and Food Economics	5	
EC429	Marine Economics	5	
MS4101	Implementing Digital Innovation	5	
MG3100	Human Resource Practice	5	
MG3102	Work in a Global Context	5	
MG323	International Business	5	
MK303	Global Marketing	5	
MK341	Brand Management	5	
LW428	European Union Law II	5	European Union Law I
LW231	Company Law II	5	Company Law I
LW3122	Law and Innovation	5	
LW374	Banking Law	5	Bus. Law I & Bus. Law II
LW364	International Trade Law	5	Bus. Law I & Bus. Law II
MG3112	Entrepreneurial Leadership & Mgt	5	
MG3114	Founder Selling	5	
CI301	Doing Business in China II	5	Lang. & Cult. I