



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
MG3120	Ethical, Responsible and Sustainable Business	5	Semester I
MG3119	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:

ECONOMICS & PUBLIC POLICY (25 ECTS)

The following are the obligatory modules for the stream:

<i>Code</i>	<i>Module</i>	<i>ECTS</i>	<i>Semester</i>
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:

<i>Code</i>	<i>Module</i>	<i>ECTS</i>	<i>Semester</i>
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
EC357	Development 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:

<i>Code</i>	<i>Module</i>	<i>ECTS</i>	<i>Semester</i>
MK3101	Cases in Marketing Strategy	5	Semester I
MK3104	Marketing Strategy	5	Semester I
MK3105	Marketing Analytics	5	Semester II
MK3103	Digital Marketing Planning	5	Semester II
MK303	Global Marketing	5	Semester II

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

<i>Code</i>	<i>Title</i>	<i>ECTS</i>	<i>Semester</i>
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>
MS218	Database Technologies	5	Semester I
MS414	Business Intelligence and Analytics	5	Semester I
MS222	Decision Modelling and Analytics	5	Semester II
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</i>	<i>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	Business Finance 1
AY314	Business Finance II	5	Semester II	Business Finance I
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:

Code	Module	ECTS	Semester	Prerequisites
LW427	European Union Law I	5	Semester I	Bus. Law I & Bus. Law II
LW428	European Union Law II	5	Semester II	European Union Law I
LW229	Company Law I	5	Semester I	Bus. Law I & Bus. Law II
LW231	Company Law II	5	Semester II	Company Law I
LW3159	Lawyering, Technology and Innovation	5	Semester II	Bus. Law I & Bus. Law II
LW423	Advanced Business Law	5	Semester 1	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:

Code	Module	ECTS	Semester	Prerequisites
MS414	Business Intelligence and Analytics	5	Semester I	
EC369	Money and 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:

Code	Module	ECTS	Semester	Prerequisites
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

Code	Module	ECTS	Prerequisites
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 and 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
LW3159	Lawyering, Technology and Innovation	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	
MG3117	Intercultural Encounters	5	
ST311	Applied Statistics 1	5	ST2120 or ST2217

ELECTIVES AVAILABLE IN SEMESTER 2

Code	Module	ECTS	Prerequisites
AY314	Business Finance II		Bus. Finance 1
AY322	Management Accounting III		Management Accounting II
AY326	Int. Fin. Reporting III	5	Int. Fin. Rep. II
EC3102	Macroeconomics and Public Policy	5	
EC357	Development Economics	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	
EC3106	Behavioural 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
LW364	International Trade Law	5	Bus. Law I & Bus. Law II
MG3112	Entrepreneurial Leadership & Management	5	
MG3114	Founder Selling	5	
CI301	Doing Business in China – Lang. & Culture II	5	Lang. & Cult. I
ST312	Applied Statistics 2	5	ST2120 or ST2217