

Introduction

The BA Business and Irish (Gnó agus Gaeilge) is a unique degree programme, providing excellent education in business, entrepreneurship, management, information technology and contemporary Irish, delivered through the medium of Irish. Not only is the degree innovative in its structure, but it is exceptional in its mode of presentation allowing students to study the Irish language in an innovative and practical way.

Degree Programme Overview

Students will acquire expertise in business and management, excellent information technology skills, and an excellent knowledge of contemporary Irish in addition to an understanding of international business. The degree programme will present students with a high-calibre qualification and competence in the following: analytical, managerial and marketing skills, information technology for business, international issues affecting business, analysis and management of software systems and current developments & applications for effective use in the workplace. Additionally, students will develop excellent communication and interpersonal skills.

Work Areas

Although the programme primarily focuses on the above, the strong entrepreneurial spirit in Irish-communication skills and flexibility developed in students means they are qualified to work in a broad range of areas including:

- Business and finance
- Business and financial analysis forecasting
- Software systems design and analysis
- Media
- Translation
- Project management

Students will have a firm grounding in business and management, information technology and Irish, which will allow graduates to choose from a range of employment paths. Among the career paths which will be available to graduates are: business and project management, business analysis, teaching, the civil service, careers in the media, translation, the public sector and the cultural, heritage and language sector.

Relevant Work Experience

DCU's co-operative education programme "INTRA" (INtegrated TRaining) is a central feature of education at DCU and an integral part of many undergraduate and some postgraduate programmes. Students from the BA Business and Irish degree have the option of completing an 11-month INTRA placement in third year from October to August.

Student Availability

Students are available for interview from early March.
Please post vacancies on the INTRA online website at www.intra.dcu.ie, or contact:

INTRA Unit, Student Affairs
Dublin City University
Glasnevin, Dublin 9, Ireland
Phone: 00 353 1 700 5033
Fax: 00 353 1 700 5505
Web: www.intra.dcu.ie

BA Business and Irish

Year 1	Year 2	Year 3	Final Year
Introduction to Management	Human Resource Management	I N T E R N A T I O N A L	Strategic Management
Economic and Political Systems	Project Management		Entrepreneurship and Business Development
Information Technology	Software for Business		Database Management for Business
Language Skills and Resources	Written Language Skills		Language Skills: Translation and Editing
Study Skills and Communication	The Revival and Irish Media		Language Skills: Translation and Editing
Language, Culture and International Communications	Sociolinguists and Irish		Language Skills: Communication
Organisational Studies	Financial Resource Management		Language Legislation
Marketing	Law and Corporate Governance		Research Methods
Multimedia	Networks and Business Development		Language Skills: Linguistics
Written Communication	Language Skills and Marketing		Enterprise Start-up
Language Awareness	Contemporary Literature		
	Entrepreneurship and Culture		