

The Objectives of the Business Studies degree programme are:

- (i) To provide students with a comprehensive understanding of the academic disciplines which underpin the operation of business
- (ii) To develop a range of transferable skills in areas such as communications, research, critical thinking and problem solving
- (iii) To foster the development of consultancy, teamwork and project management capabilities
- (iv) To provide the language and information technology skills necessary for successful domestic and international operations
- (v) To encourage students to create, develop and start a new enterprise
- (vi) To focus on the global environment within which business operates
- (vii) To offer students the opportunity to gain specialist expertise in one of the following areas: Finance; Marketing; Human Resource Management; eBusiness Management; Law
- (viii) To provide students with the opportunity to become conversant in a modern European language (French/Spanish/German), with a particular competence in business applications

Relevant Work Experience through DCU's work experience programme *INTRA* (INtegrated TRaining) is a central feature of education at DCU and an integral part of most undergraduate and some postgraduate degree programmes.

Students from the Bachelor of Business Studies are required to complete an eleven-month *INTRA* placement in lieu of their third academic year, from October to August inclusive.

Work Areas

- Gathering personnel-related information, screening and interviewing
- Evaluating surveys, conducting research and compiling reports
- Computerisation and administration of personnel records
- Assessment of the impact of changing employment law requirements on organisational development
- Special finance/accounting projects
- Data inputting, processing and analysis
- Account preparation, inventory control, VAT returns
- Basic analysis of international financial markets
- Market research and design of marketing proposals
- Production of marketing literature
- Sales and advertising duties
- Production of reports on statutory requirements of Company's Act regarding corporate officer roles and activities

Student Availability

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

INTRA Unit, Student Support & Development,
Dublin City University,
Glasnevin, Dublin 9, Ireland.

Phone: 00 353 1 700 5514

Fax: 00 353 1 700 5505

Web: www.intra.dcu.ie



Bachelor of Business Studies

Year 1		Year 2		Year 3	Year 4	
Accounting for Business Students	Introduction to Economics	Financial Management	Industrial Economics	I N T R A	New Enterprise Development Project	Business Strategy
Psychology in Organisations	Data Analytics and Visualisation	Introduction to HRM	Industrial Relations		CHOICE OF 5 SPECIALISMS*	
Introduction to Law	Introduction to Marketing	Business Information Systems	Business Statistics		<ul style="list-style-type: none"> ■ Finance ■ Marketing ■ Law ■ eBusiness Management ■ Human Resource Management 	
Business Mathematics 1	Management/ Business Game	Business Law	Applied Market Research			
		Operations Management	Organisation Theory and Practice			
OPTIONS: Skills for Success Communication Skills Languages: French/German/Spanish		OPTIONS: International Trade U.S. Business and Society Business and Professional Ethics Languages: French/German/Spanish			OPTIONS: Fund Accounting Irish Economic Analysis Macroeconomic Policy Management Report Taxation Marketing and Society Corporate Governance History of Economic Thought Languages: French/German Spanish * Note: each specialism has 6 core modules	