

# INTRA Programme

## B.A. European Business Studies (French/German/Spanish/Transatlantic)



The B.A. European Business is a full time four-year degree programme. Students from Ireland, France, Germany, Spain and the U.S. participate. The Objectives of the B.A. European Business are:

- To provide a broad knowledge of theories, concepts and methods pertaining to the study of general business management combined with a specific knowledge of different socio-cultural/linguistic contexts.
- To develop students who can apply specific knowledge in market and business research, finance, marketing, human resources, e-business, law and a language whilst comprehending the wider economic, social and cultural context of business.
- To provide students with a multi-cultural educational experience, exploring the culture of business and society in Europe and the United States.
- To foster understanding of the methods and techniques of business in an international context.
- To develop students' proficiency in French, German or Spanish and so afford them the opportunity to develop careers in the international context.

### Programme Outline:

The degree programme is offered in conjunction with: Reims Management School (France); European School of Business, Reutlingen (Germany); La Facultad de Ciencias Economicas y Empresariales de la Universidad Pontificia Comillas (Madrid, Spain); The College of Business Administration of Northeastern University (Boston, USA). It is a dual qualification between DCU and a partner institution and consists of four streams: **EB French (with Reims Management School, Reims); EB German (with ESB, Reutlingen); EB Spanish (with ICADE, Madrid); EB Transatlantic (with Northeastern University, Boston)**. The students spend two years in their home university and two years in one of the partner institutions starting either at the home or the partner institution. The three main educational strands are:

### The study of European and American political, cultural and social developments:

In the first year of the programme, the historical, cultural and social development of Europe and the U.S. will be outlined. Subsequent years will expand on the students' existing knowledge of the development of Europe and the U.S. with an analysis of continuing trends.

### Language:

DCU-recruited students have a choice between French, German or Spanish, which will be the working language for 2 years of their degree programme. Students recruited in France, Germany and Spain will have English as their working language for 2 years at DCU. They may choose a second language, subject to certain conditions.

### Business:

During years one and two, the courses provide students with a basic understanding of the principles of business (e.g. accounting, law, economics, human resource management). The third year, whether at DCU or abroad, expands on these courses while continuing to prepare students for the specific challenges of business in such areas as financial management and international trade. Fourth year gives students a strategic view of business while adding an international dimension to the degree with a particular focus on the international aspects of business.

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 B.A. European Business Studies are required to complete a four month *INTRA* placement at the end of second year (mid-April to mid-August), and a six month placement at the end of third year (February to July).

### Student Availability

Students are available for interview from October onwards. Please post vacancies on the *INTRA on line* web site at [www.intra.dcu.ie](http://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 5033 Fax: 00 353 1 700 5505  
Website: [www.intra.dcu.ie/intra](http://www.intra.dcu.ie/intra)

# B.A. European Business

Year 1		Year 2		Year 3		Year 4	
Business Mathematics 1	European Studies	Finance	Applied Market Research	Productions and Operations Management	I N T R A	Globalisation	Business Ethics
Introduction to Law	Introduction to Marketing	Psychology in Organisations	Business Statistics	EU Policy and Politics		Business Project	
Management/ Business Game	Principles of Financial Accounting	Macro Economic Policy	Management Accounting	Electronic Commerce		New Enterprise Development Project	
Introduction to Economics				International Trade and Business		Strategic Management	
<b>OPTIONS:</b> English German French Spanish American Studies Information Systems		<b>OPTIONS:</b> English German French Spanish American Studies Creativity & Discovery		Organisation Theory and Practice 1  Employee Resourcing		<b>Optional Specialisms:</b> <b>Four modules from one of the following specialisms</b>  Finance Human Resource Management Law Marketing eBusiness Management	
				<b>OPTIONS:</b> English German French Spanish Irish Economic Analysis			