

Dublin City University
Ollscoil Chathair Bhaile Átha Cliath



Bachelor of Business Studies

BA in Accounting and Finance

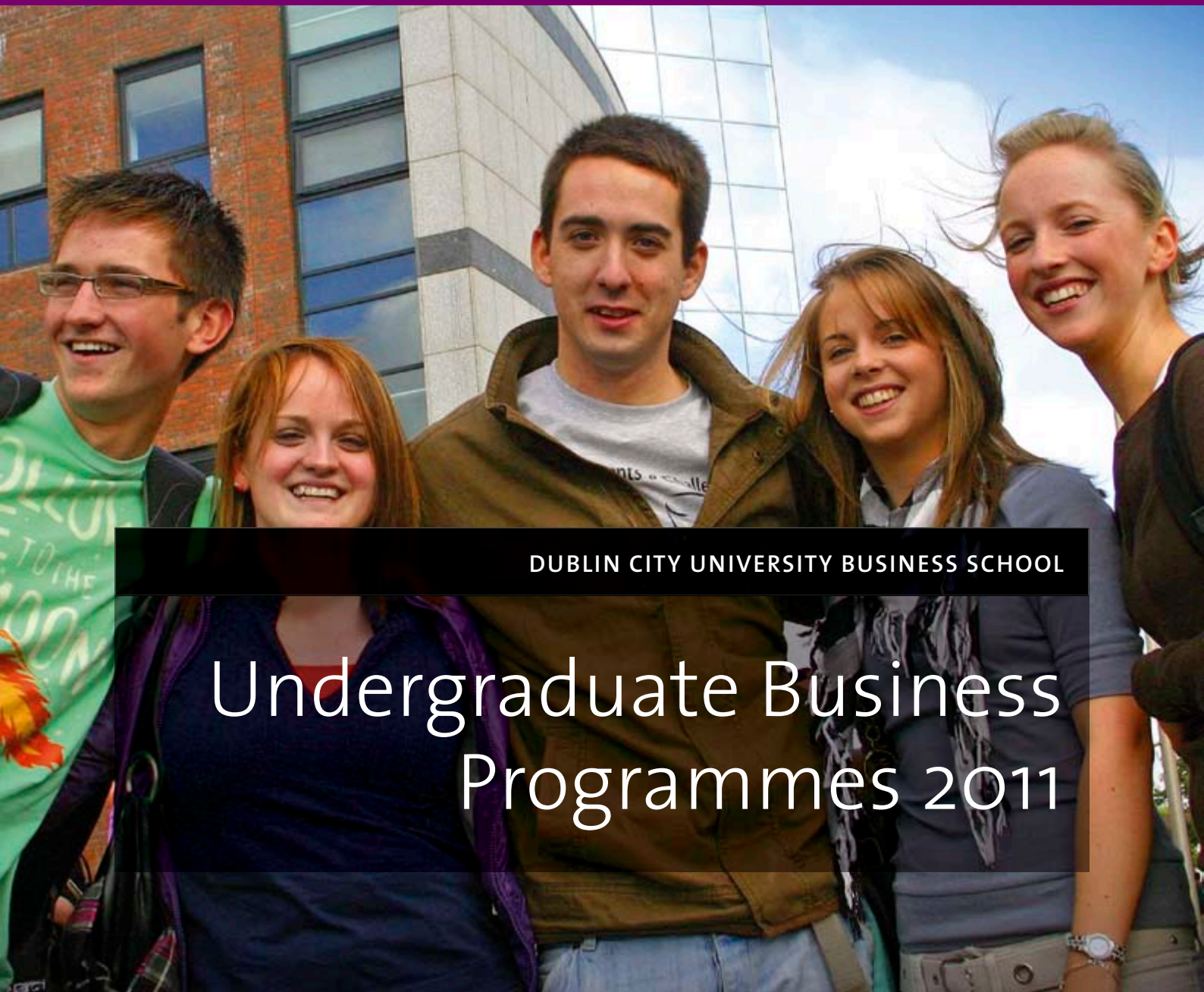
BA in European Business

B.Sc. in Aviation Management / B.Sc. in Aviation Management with Pilot Studies

Business Studies International

BA in Economics, Politics and Law

B.Sc. in Marketing, Innovation and Technology



DUBLIN CITY UNIVERSITY BUSINESS SCHOOL

Undergraduate Business Programmes 2011

Ability is simply the starting point...

At DCU Business School (DCUBS), we pride ourselves on delivering a challenging mix of academic rigour, personal development, and real-world thinking underpinned by a commitment to research and learning.

Our programmes are delivered in a flexible and supportive learning environment using state-of-the-art facilities. They are continuously reviewed and updated to provide the best possible opportunities for our graduates.

Our approach to business education is based on the integration of personal and professional development, the benefits of which are confirmed by frequent positive feedback from our graduates and their employers.

With top quality teaching, social and sporting facilities and a truly international atmosphere, our students develop the insights and skills to succeed in the modern business world.

What's new for 2011?

Business Studies International (DC110)

Business Studies International (DC110) offers a truly international new option for ambitious students who wish to combine business and cultural studies with the study of a foreign language. From September 2011, this new degree will enable students to spend a year at a top partner university in Europe, Central America, Japan or China. Students of this course will also enjoy a choice of specialist streams, optional work placement, an entrepreneurial focus, and strong employment prospects. Non-native speakers of English can opt for the English stream of the course.



Ireland's most innovative business school

A business degree is a smart choice. Not only will you study a fascinating and fast-moving field; you will enjoy unrivalled flexibility in terms of possible career paths. However, not all business degrees are the same.

Just as our graduates are leaders in the business world, DCU Business School leads the way when it comes to innovative business education that will take you where you want to go.

Just some of the benefits we offer:

- Many of our programmes are unique or the first of their kind in Ireland, making them the premier degrees in their fields
- Our international linkage agreements mean that you can study or work abroad as an integral part of most degrees

- Close industry links enabled us to become Dublin's first university to offer work placements for most of our courses
- Our practical industry focus means that our graduates enjoy unrivalled career prospects
- Our emphasis on creative thinking and new enterprise development make DCUBS a great choice for the budding entrepreneur

The DCUBS record of "firsts" shows why we're Ireland's most innovative business school.

Make us your first choice of education partner!



Why choose Dublin City University Business School?

DCU is located about 4km from Dublin city centre and just a few minutes from the M50 and M1 motorways. There are 2,500 students pursuing programmes in the Business School alone. We – staff and students alike – pride ourselves on our informality and friendliness.

Modern Campus

We have been building and improving our facilities for several years now but with the completion of a swimming pool and sports centre, the Helix, student centre (The Hub), library and playing pitches, life on campus has been enhanced significantly.

The Hub is the heart of student life in DCU, a brilliant live music venue and a great place to relax and socialise.

The “Mezz” is a super new digital café with over fifty work and play stations, free international web phones and the latest high tech equipment.

DCU Sports caters for the health and fitness needs of students, staff, GAA stars, international athletes and Olympic medallists alike. We have 35 acres of playing pitches along with the new astro-turf pitches and pavilion. Our state-of-the-art gym houses a 25 metre swimming pool with sauna and tepidarium.

Our award-winning library was built with modern technology and old fashioned books in mind. From the library’s own website (either on-campus or at home), you can access a wide range of information and services, including research databases and over 30,000 electronic journals.

The Helix, Ireland’s most exciting multi-venue performance space, has hosted events including *Lord of the Dance*, *DCU Fashion Show*, *Jedward*, and the *Fame The Musical* TV talent show!

High-Tech Learning Environment

DCU Business School is housed in a bright modern building which boasts excellent facilities.

The Business School is wireless enabled and classrooms are fitted with the latest audio-visual equipment.

Moodle, DCU’s Virtual Learning Environment, complements face-to-face teaching and provides flexible access to courses, both on- and off-campus. Lecturers can use the online system to direct you to resources such as lecture notes, videoclips, podcasts, online journals, practice quizzes and discussion forums, thereby making learning more accessible, interactive and enjoyable.

A Little Different

BEST is the new induction process for first year students and is designed to accelerate your transition to learning at third level. It currently runs in conjunction with all Business programmes.

Run in the week before the start of lectures, the BEST programme includes workshops, exercises and presentations. The focus of these is on individuals and groups making decisions and learning about the decision-making process. Students take part in a business game – a computer-based simulation where they make decisions about running a ‘virtual’ company. This is a way of breaking the ice and making friends as well as getting motors running for the year ahead.

Vibrant Social Scene

Students at DCU enjoy the vibrant campus life, with over 90 clubs and societies that range from Aikido and Ultimate Frisbee, to Snowboarding and Home and Away. The Accounting and Finance Society and the European Business Society are among the largest societies on campus.



The Uaneen Module is a scheme that formally recognises the work done and learning acquired by students through extra-curricular activities, for example, with the Students' Union, societies, community work and extra-curricular activity in general.

International Focus

DCU Business School has links with prestigious universities throughout Europe and across the globe. Visitors frequently remark on the international atmosphere on campus. Walk through the ground floor lobby of the Business School as students stream out from lectures and you can expect to hear French, German, Spanish, Japanese, Irish, Chinese – these are all languages taught at the university.

In the Business School we have students from the USA, France, Belgium, Canada, Germany, Austria and Spain studying for up to two years. We also have exchange students from all over the world.

Of course, the arrangement is reciprocal with a high proportion of Business School students travelling to Europe, Japan, China, the USA and a host of other destinations as part of their degree.

It is possible to take a language as part of most of our degree programmes.

Links to Business

We are justifiably proud of our links with business. Our graduates hold senior positions in public and private enterprise around the world and we continue to educate future leaders of Irish and international business.

INTRA, our highly successful work placement programme, gives students the opportunity to join a company as an employee for up to one year.



Leading industry employers have a strong input into programme development and many deliver guest lectures to our students.

Diversity and Depth

Business School staff come from a broad spectrum of backgrounds: accounting; economics; finance; human resource management; information systems; management; marketing; psychology and sociology.

The interaction of these disciplines is evident in the richness of our degree structures. Students are encouraged to think both independently and strategically; educated to see the bigger picture.

With leading-edge research feeding into our degree programmes, you can be confident that you will be at the forefront of developments in your discipline.

Our reputation as a business school is based, above all else, on the quality of our graduates. Our goal is that DCUBS graduates be professional, rounded individuals who are confident in their ability to make a significant contribution both in the workplace and in society generally.



A truly global outlook



From the outset, DCUBS has recognised the importance of taking a global view on business.

DCU Business School has links with prestigious universities throughout Europe and across the globe. The School is also a partner institution of the International Partnership of Business Schools (IPBS), a consortium of leading international business schools.

Students at DCU come from 114 countries across all continents. This generates a strong international, multi-cultural aspect to life at DCU.

Our academic staff also bring a wealth of international experience as more than two thirds of lecturers have worked internationally.

Study Abroad Opportunities

Our international links mean that we facilitate a high proportion of Business School students travelling to Europe, Japan, Mexico, China, the USA and a host of other destinations as an integral part of their degree. By becoming immersed in the language and culture of your overseas host college, you will benefit from valuable academic, cultural and life experiences.

An International Career

Perhaps because of their language skills and experience living abroad, or maybe due to the strong international perspective to education at DCU, many DCUBS graduates opt to work overseas after finishing their studies. Our graduates work in countries as far afield as the USA, Australia, Thailand, United Arab Emirates and Japan.

The Study Abroad Experience

“My two years of study at the ESB Reutlingen in Germany was the most fantastic experience. I had the opportunity to make many lifelong friends from all over the world. Everyone was very helpful and it really was so much fun.

My German improved unbelievably and I have become a lot more independent. I got to go on ski trips, visit lots of other German cities and even compete on the ESB cheerleading team in international competitions. There are also so many big companies here, like BMW, where you can do your internship.

I had the most amazing two years and am so glad I made the decision to go. I am looking forward to starting a Masters in International Fashion Marketing in Edinburgh shortly, which will hopefully lead me to find my dream job in the fashion industry.”

Aoife Caffrey

European Business and German



Aoife Caffrey

“I had the opportunity to make many lifelong friends from all over the world.”

If you are an applicant from overseas, you can obtain information on studying at DCUBS at www.dcu.ie/international

If the prospect of living, studying, travelling or working abroad excites you, with DCU you really can go anywhere from here!

The INTRA work placement advantage



At DCU we are committed to delivering courses that are relevant to today's global business world. This is why you will get to experience this world for yourself before you leave DCUBS.

INTRA is DCU's co-op/internship programme, which offers you the chance to undertake relevant work experience for up to one year as part of most of our degree programmes. Each year hundreds of top companies in Ireland and abroad hire DCU students on work placement.

INTRA provides many benefits for DCUBS students:

- Gain relevant work experience before you graduate, so you are one step ahead of graduates from other universities when applying for your first job
- Try out specific areas within your study discipline, which will help you identify areas in which you may wish to specialise within your degree
- Develop valuable contacts in your chosen career area that will be of benefit to you in the future
- Demonstrate your skills and abilities to a potential employer. In fact, many DCUBS students return to their INTRA employer after graduation.

My INTRA Experience

"For my INTRA placement I joined the Marketing Department of the Luxury Products Division at L'Oréal, which gave me the opportunity to work with prestigious brands such as Lancôme, Yves Saint Laurent, Giorgio Armani, Diesel, and Victor and Rolf.

With L'Oréal I have learnt about marketing of fast moving consumer goods from one of the best in the business. I have had the opportunity to learn huge amounts from those around me while also being given a lot of responsibility for my individual role.

I was involved with mentoring and reporting performance of the brands, and conducting competitor analysis whilst following the strategic marketing plan set out by my manager. I also assisted with new product launches and built strong relationships across the other teams within the company such as Public Relations, Finance, Commercial, and Training.

One of the most important things I have learnt from my INTRA placement is the significance of working in an industry that you are passionate about. Getting the chance to work with many different aspects of the business left me with no doubt that I will specialise in marketing for my final year in DCU. My placement with L'Oréal has been an unbelievable experience and far better than anything I could have ever imagined."

Fiona Nilan

Bachelor of Business Studies

INTRA Role: Marketing Department, L'Oréal



Fiona Nilan

"My placement with L'Oréal has been an unbelievable experience."

Your INTRA placement will give you a competitive edge and help you to stand out in the graduate employment market!

Your Career

Given our close industry links and INTRA work placement, it is not surprising that DCUBS graduates are amongst the most “employable” in the market. A comprehensive review of employers’ attitudes to and experiences with DCUBS students has indicated that employers hold our students in high regard, rating them highly on initiative, quality of work, technical knowledge, efficiency and overall performance.

Time and again we meet employers who express a preference for DCU graduates. This is reflected in our impressive graduate employment statistics.

Latest official statistics show that 62% of DCU graduates choose to go straight into employment within six months of graduation, compared to the national average of just 50% for Level 8 (bachelor honours degree) programmes. This is due, in large part, to our graduates being “employment ready”.

Flexible Career Prospects

A degree from DCUBS gives you unrivalled flexibility in terms of possible career paths. Our graduates work in all sectors of business, government and society. Their varied roles include finance, accountancy, human resource management, marketing, management consultancy, e-business, and teaching.

Companies with which recent DCU Business School graduates work include:

Accenture	IBEC
Adidas	Intel
BMW Group	Kellogg
Davy Stockbrokers	Kerry Group
Deloitte	KPMG
Diageo	L’Oréal
Eircom	McKinsey and Company
Ernst & Young	Microsoft
ESB	Nestlé
Fidelity Investments	Procter and Gamble
Google	PwC
Grant Thornton	Vodafone

Options for Further Study

A degree from DCUBS gives you the ideal launch pad from which to pursue postgraduate study, either within or outside the field of business.

Our most recent graduate statistics show that one in four DCUBS graduates opted for further study after graduation. Many other graduates undertake advanced studies further into their careers. Among the diverse fields they study are teaching, accounting, finance, management, marketing, advertising, law, sports and tourism, European studies, globalisation, international security, and languages.

Our reputation as a business school is based, above all else, on the quality of our graduates.

Students present their creative business ideas at an annual showcase



Be Your Own Boss

If you fancy the idea of conceiving, developing and owning your own company, DCU is a great place to start. There is a strong entrepreneurial focus to education at DCUBS, where students are encouraged to develop their creativity in a supportive environment.

New Enterprise Development Module

DCUBS programmes feature a module on New Enterprise Development, which helps students to understand the process of starting and developing a new business and gives you the skills required for such a venture.

During the module students develop their business ideas from concept and market research stages, through to production of a business plan and funding proposal. The teams then showcase their ideas at a poster display. Recent proposals range from bathroom sanitizers and new concepts in lingerie and footwear retailing, to storm-proof umbrellas and novel mobile text services.

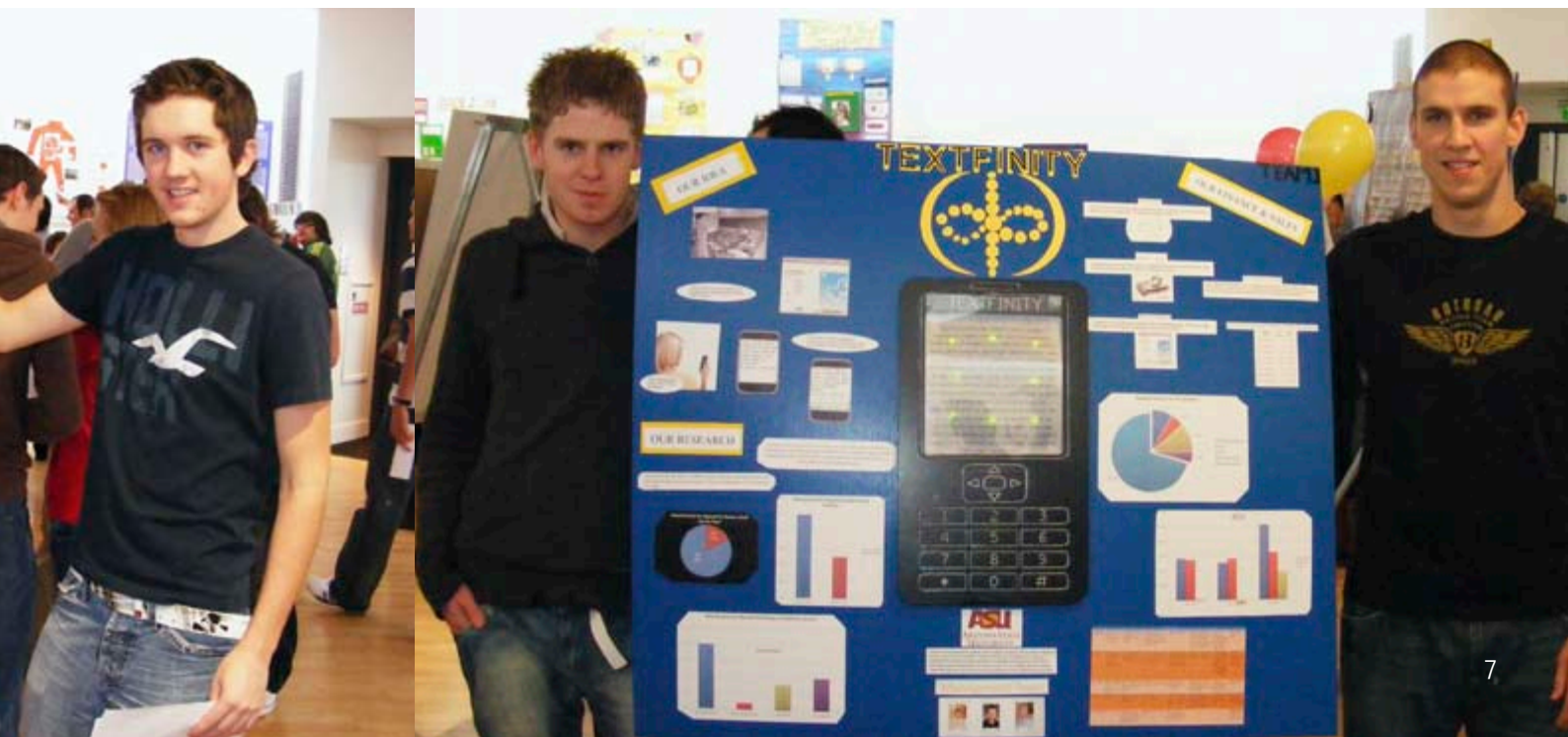
Three groups of DCUBS students recently had the opportunity to collaborate on international ventures with counterparts from Arizona State University (ASU) in the USA. The students use web technologies, including email and Skype, to interact during the development of their business plans.

DCU Invent Enterprise Centre

The Invent enterprise centre is DCU's specialist incubation hub for businesses. If you have a novel business idea and want to explore the options, Invent can help you to further your entrepreneurial skills.

Supports available through Invent include access to a range of experts, a tailor-made business development programme, discounted rent, and access to an extensive network of contacts.

Our focus on creative thinking and new enterprise development makes DCUBS a great choice for the budding entrepreneur.



Bachelor of Business Studies

DC111

3 or 4 years duration

A first-class all-round business degree with exciting options. The essential toolkit for the world of business.

Overview

This course offers you a thorough grounding in the fundamentals of business and aims to foster creative thinking. It also offers a full year's work placement in a company. In final year you can choose between a range of specialisms, depending on the direction you would like your career to take, so for those of you who are not sure yet, you have time to find out which area appeals to you most. You can even take a language option for all or part of your course, if you wish.

First and Second Year

For the first two years of the Bachelor of Business Studies you will study a wide range of subjects spanning the various business disciplines: economics, accounting, management (including business simulation), marketing, human resource management as well as law and psychology and interesting options such as politics, communications and language.

Work Placement (INTRA)

Towards the end of second year you choose whether to move directly to your final year or take the twelve-month work placement as part of your degree. This enables you to put into practice the theoretical knowledge which you have gained over the previous two years. It introduces you to the commercial world – not as an observer but as an active participant, with all of the responsibilities and privileges which that entails. It will also deepen the learning experience of your final year as you apply your practical experience to your academic work. And, of course, it is an enviable addition to your C.V.

Final Year

You choose from one of five specialist areas: Finance, Human Resource Management, Marketing, eBusiness Management, or Law. Half of your subjects will be drawn from your specialism. The other half will be extended to modules in:

Strategic Management: to help integrate the various strands of business which you have studied and experienced and to help you think strategically.

New Enterprise Development: this gives you the opportunity to participate with students from other courses (engineering, sports science, etc.) and other countries to design and plan a new business idea. The best business plans are entered into the Enterprise Ireland Annual Student Enterprise Awards. DCU students are regular national prize winners.

You will also have a choice from a range of subject options.

On Graduation

On graduating you will be ready to make a genuine and lasting contribution to any workforce which you join. As a graduate of the Bachelor of Business Studies programme, your employment prospects will be second to none.

Depending on your final year specialism, you can qualify for exemptions from the examinations of professional bodies in Marketing and Accounting. All exemptions awarded to graduates are subject to annual review and revision by the various professional bodies.

This course is also suitable for those who ultimately wish to pursue a career in teaching as it is recognised by the Teaching Council for the purposes of teaching Accounting, Business and Economics.



"I achieved a broad perspective of the business world... practical learning, which can be applied to the everyday business environment...the practicality of subjects such as economics, accounting and business maths are very evident in my chosen career...the degree has given me the basis from which I can progress in my career."

Karen Nulty
National Irish Bank Foreign Exchange Dealer

The essential toolkit for the world of business



What You Study

YEAR 1	YEAR 2	INTRA YEAR	FINAL YEAR
<p>Core Economics, Accounting, Maths, Marketing, Management/Business Game, Information Systems (Foundation), Psychology in Organisations, Law</p> <p>Options <i>Choose from:</i> Communications, Creation and Discovery, Skills for Success</p> <p><i>or</i> French, German or Spanish</p>	<p>Core Commercial Law, Production and Operations Management, Human Resource Management, Business Statistics, Information Systems (Advanced), Industrial Relations, Applied Market Research, Financial Management, Industrial Economics, Organisation Theory & Practice</p> <p>Options <i>Choose from:</i> Business Ethics, International Trade, US Business & Society</p> <p><i>or</i> French, German or Spanish</p>	<p><i>(For those opting for a 4-year degree)</i> 12-month Work Placement</p>	<p>Strategic Management, New Enterprise Development, Language & other options</p> <p><i>Final year students specialise in one of the following areas:</i></p> <p>Marketing Human Resource Management Law eBusiness Management Finance</p>



BA in Accounting and Finance

DC115

3 years duration

Interested in business and like problem solving?

BA in Accounting and Finance

This is an extremely popular degree, the first of its kind in the Republic of Ireland and highly regarded within the accounting and financial services professions.

If you are looking for an exciting and dynamic career where you can work anywhere in the world, the BA in Accounting and Finance is for you. If you haven't studied accounting or business before, don't worry, you can still do this course. Introductory classes are provided to give you the basics you will need.

Overview

The course will provide you not just with in-depth knowledge of accounting and finance – as you would expect – but also with a thorough introduction to key business subjects to add breadth to your education.

What You Study

The three main areas of study covered are: accounting, finance, and business.

In accounting you study financial and management accounting from an Irish and an international perspective. Taxation, auditing and professional ethics are also offered.

In finance you study economics, corporate finance, and topics such as investments.

In business you receive a thorough grounding in areas such as law, psychology, marketing, HR, management, communications, IT, and new enterprise development, which are fundamental to anyone involved in the business world.

If you wish, you can also study a language (French, German or Spanish) as part of your course. You can study the language throughout your degree or drop it after first year, depending on your preference.

Sponsored Awards and Prizes

Over the course of the degree students who excel in examinations and other activities are awarded substantial cash prizes by a number of prestigious firms such as:

PricewaterhouseCoopers, KPMG, Mazars and Grant Thornton.

On Graduation

Considerable demand continues to exist for accountants, financial managers, tax and management consultants in professional accountancy practices, industry, financial

services and the public service both in Ireland and throughout the world. As you would expect from a degree of this calibre, career prospects are excellent.

Graduates are granted significant exemptions from the exams of the following professional accountancy bodies:

Chartered Accountants Ireland, Association of Chartered Certified Accountants (ACCA), Chartered Institute of Management Accountants (CIMA), Institute of Certified Public Accountants in Ireland (ICPAI).*

This gives you a significant advantage if you wish to pursue a career as an accountant.

This course is also suitable for those who ultimately wish to pursue a career in teaching as it is recognised by the Teaching Council for the purposes of teaching Accounting, Business and Economics.



“Bean-counter? Guess again! The BA in Accounting and Finance is anything but dull. Accountants are at the heart of business. The programme offers a strong foundation for career progression, not only providing exemptions from the professional exams of accounting bodies, but also exposing students to other aspects of business to develop that “business acumen” that employers consider so important. Challenging it may be, but the support on offer at DCU is second to none. If you are looking for a stepping stone to a career with no boundaries, look no further.”

Joseph Smith

Currently studying on Masters in Accounting at DCU

“So much more than mundane number-crunching! Even in the current economic climate, graduates of this programme are getting numerous job offers from many of the world's biggest accounting firms. The teaching staff in DCU Business School are warm, welcoming and their infectious enthusiasm makes learning that bit easier. Are there any downsides to doing this course? Not that I can think of!

Shane Murphy

International Tax Trainee, Deloitte & Touche

Ireland's first and premier accounting and financial services degree



What You Study

YEAR 1	YEAR 2	YEAR 3
<p>Core Financial Accounting, Management Accounting, Management, Accounting Mathematics, Law, Information Systems, Economics</p> <p>Options Choose from: Psychology in Organisations, Communications in Accountancy or French, German or Spanish</p>	<p>Core Financial Accounting, Management Accounting, Quantitative Methods, Corporate Financial Management and Investments, Information Systems, Company Law</p> <p>Options Choose from: Marketing, Skills for Success, Mathematics of Finance, Auditing or French, German or Spanish</p>	<p>Core Strategic Management, Taxation, Management Accounting, Macroeconomic Policy</p> <p>Options <i>A wide range of options, including language options, is available. Final year incorporates specialisation in one of the following areas:</i> Accounting, Finance, Marketing, Human Resource Management, Law, or eBusiness Management</p>

** All exemptions awarded are subject to annual review and revision by the various professional bodies and are based on students achieving clear passes in completion of specific modules.*

BA in European Business

French: DC112, German: DC113, Spanish: DC114, Transatlantic Studies: DC116
4 years duration

BA in European Business

Qualified in business, fluent in a second language, two degrees from two colleges in Ireland and Europe or the USA, experience of two work placements in different countries, and operating in a multicultural academic environment from day one – all this in just four years.

Years 1 and 2 at DCU

This truly is a unique programme, which is delivered by the International Partnership of Business Schools (IPBS), a consortium of leading international business schools in Europe, the USA and Central America. You spend two years in DCU studying a wide range of business disciplines and honing your language skills in French, German or Spanish. Then, to introduce you to what the world of business is really like, you participate in a work placement (INTRA) in an international company in Ireland or abroad.

No sooner have you said goodbye to your work colleagues than you are off to your new college in France, Germany, Spain or the USA.

- Reims Management School, France (DC112): www.reims-ms.fr
- ESB-Reutlingen, Germany (DC113): www.esb-reutlingen.de
- ICADE, Madrid, Spain (DC114): www.upcomillas.es
- Northeastern University, Boston, USA (DC116): www.northeastern.edu

Years 3 and 4 Abroad

Say you choose to go to France, then you'll spend two years in the prestigious Reims Management School along with the French and Irish students who were your classmates in first and second year in DCU.

During third year you'll study your business subjects through French and do another work placement in an international company in France or abroad. Your final year will consolidate all of your learning experiences – academic, cultural and commercial – and focus on the international aspects of business. There is also an opportunity to specialise in an area of business that interests you.

You will graduate with:

- BA in European Business from DCU AND one of the following:
 - Diplôme d'Études Supérieures Européennes de Management (DESEM), Reims Management School;

- Diplom Betriebswirt (FH), ESB-Reutlingen;
- B.Sc. in International Management from Northeastern University, Boston;
- Graduado Superior en Ciencias Empresariales Internacionales from the Universidad Pontificia Comillas, Madrid.

You may choose at the end of third year to return to DCU to do your final year here. Those who choose this option will graduate with a single degree – the BA in European Business from DCU.

Students on the Transatlantic Studies course do not have to study a foreign language, although you can opt to study French, German or Spanish, if you wish.

On Graduation

This degree is designed to develop graduates who will be future leaders in an increasingly international and diverse business environment. Graduates are working from Brussels to Buenos Aires and beyond, using their international business, cultural and social skills to specialise in areas including finance, marketing, accounting, and human resource management.

Among the companies for which recent graduates work are Adidas, BMW, Bord Bia, Deutsche Bank, Ernst & Young, Goldman Sachs, L'Oreal, McKinsey & Company, The Boston Consulting Group and Vodafone.

"Probably one of the best business courses you could do, blending Irish-American college experiences, work experiences and above all some of the best life experiences you will probably ever have. Both DCU and Northeastern are amazing, providing world class levels of education. Would I recommend this course? Definitely."

Paul O'Connell

European Business (Transatlantic Studies) Graduate

"EB is the perfect course for anyone who wants to develop fluency in a foreign language while preparing themselves for a career in international business. It is truly a unique programme that allows you to fully immerse yourself in another culture and is the ideal choice for those who want to work at an international level. A fantastic combination of academic and professional experiences, EB truly lives up to the DCU motto, 'You can go anywhere from here!'"

Selene Alford

European Business (French) Graduate

Two business degrees! Two different countries! Two work placements!



What You Study

YEAR 1	YEAR 2	YEAR 3 AND YEAR 4
<p>Business Economics, Law, Maths, Accounting, Marketing, European Studies, Management/Business Game</p> <p>Language French: Language & Culture <i>or</i> German: Language & Culture <i>or</i> Spanish: Language & Culture <i>or</i> Transatlantic Studies: American Political System, Emergence of Modern America, French/German/Spanish Language (optional)</p>	<p>Business Psychology in Organisations, Macroeconomic Policy, Finance, Financial Management & Accounting, Business Statistics, Market Research, Management Accounting, INTRA Work Placement</p> <p>Language French: Language and Culture <i>or</i> German: Language and Culture <i>or</i> Spanish: Language and Culture <i>or</i> Transatlantic Studies: US Business & Society, US and the Wider World, French/German/Spanish Language (optional)</p>	<p>Students spend years 3 & 4 in France, Germany, Spain or the USA</p> <p>You will have the opportunity to specialise in a variety of business areas, and you will undertake a second INTRA Work Placement</p>

B.Sc. in Aviation Management / B.Sc. in Aviation Management with Pilot Studies

DC117

4 years duration

This ground-breaking new programme offers a distinct choice for those wishing to train as commercial pilots or to pursue fast-paced management careers in the dynamic world of aviation.

Overview

For those who plan to enter the world of aviation – whether as a commercial pilot or as a manager – a sound foundation in business management principles as they affect the aviation industry are key to success in this rapidly changing and challenging industry.

The aviation industry spans the airlines, airports and ancillary activities directly connected to the airline business as well as other sectors such as tourism, logistics and areas dependent on international trade.

To date, few pilots have possessed a sound business understanding of the industry they work in, nor have business professionals in the aviation industry had access to a course of study that directly targeted those areas of business which are of central importance to the success of this industry.

This exciting new course addresses gaps in the education of those entering the aviation industry: for those who wish to become airline pilots, it offers a route to a professional qualification as a commercial pilot combined with a strong background in business education; for those who see themselves playing other roles in the industry, it provides the necessary expertise to maximise your potential in this ever-changing industry.

First and Second Year

The aviation management course is structured to give you an introduction to all aspects of the aviation business, both technical and managerial. The first two years of the course provide a general introduction to business analysis, the aviation sector and technical aspects of piloting, and they offer an opportunity to acquire a Private Pilot's Licence (PPL).

Third Year

The third year of the course begins with a substantial period of industrial placement within the aviation industry with the second half of the year comprising specialist business modules.

Final Year

In the fourth year, the programme divides into two streams: some students will opt to pursue training at an approved Flight Training Organisation with a view to qualifying as a commercial pilot (Airline Transport Pilot Licence - ATPL)*; others will choose to follow more specialist studies in aviation management here in DCU.

On Graduation

Targeted aviation management skills are needed by both aviation management professionals and airline pilots, and the career options within the industry are diverse.

Airline pilots have responsibility for the safety of aircraft, passengers and crew. They must study flight plans, communicate with crew members, calculate fuel requirements, conduct checks on aircraft controls and instruments, and liaise with air traffic control. A degree in aviation management educates an airline pilot to view the airline in its entirety and to recognise business opportunities that might arise. It also offers flexibility in terms of alternative career paths within the industry, and the business acumen required for progression to senior management positions.

Aviation also requires effective management in the areas of business operations, marketing, logistics, flight operations, finance, public relations, and employee relations. Managers in the aviation industry may also be responsible for planning and supervising maintenance and safety programmes, enforcing airline or airport rules and regulations, setting budgets, and promoting increased use of an airport's or airline's facilities. Thus a career in aviation management offers a diverse range of unique management opportunities.

"Aviation in Ireland has grown at a fast pace in the past decade. The industry needs, and will create opportunities for, well-educated and skilled professionals. The integration of focused business education, pilot training and placement with the industry is the best formula for preparing the next generation of leaders."

Peadar Conroy
Pilot

"The DAA is delighted to support DCU's innovative approach to aviation education. We need more, better trained graduates, who are passionate about aviation and by offering students this opportunity, DAA will be able to attract more high quality people into careers in the aviation industry. DAA is dependent on recruiting bright talented people, ideally with some aviation experience. By adapting the business curriculum to focus on relevant aviation business issues and trends, the student is introduced to some real issues and can more quickly add value upon joining the DAA team."

Jack MacGowan
Commercial Director, Dublin Airport Authority (DAA)

Education for the dynamic world of aviation



What You Study

YEAR 1	YEAR 2	YEAR 3	YEAR 4
Business Mathematics IT Skills and Software Tools for Management Basic Sciences for Engineering The Aviation Sector and Flying Theory Accounting for Business Introduction to Economics Introduction to Marketing Psychology in Organisations Summer Period – Optional Private Pilot’s Licence (PPL) flight training	Business Statistics Applied Market Research Introduction to Law Business Law Introduction to Human Resource Management Financial Management The Airline Industry: Structure, Standards and Strategies Production and Operations Management Business Communications Information Systems Advanced Airport Operations Management	Work Placement (Aviation Industry) and Company Report Organisation Theory and Practice Organisational Psychology Supply Chain Management Business Ethics Aviation Business Management Aviation Safety Management	Pilot Studies specialism (B.Sc. in Aviation Management with Pilot Studies): Flight Training Organisation (FTO) Ground School - Theory Flight Training Organisation (FTO) Frozen ATPL Reflective Learning Aviation Studies specialism (B.Sc. in Aviation Management): Strategic Management Aviation Industry Project Contingency Management E-commerce Information Systems Management Aspects of Employment Law Business to Business Marketing Services Marketing

** Those who wish to qualify as a commercial pilot should be aware that there are considerable costs involved in pursuing this option. Current estimates are that the cost of such training is of the order of €100,000. DCU has arranged a number of partial scholarships to the Integrated ATPL course component. Even for the students on the programme who do not manage to secure a scholarship, the evaluation of their likelihood of success in the Integrated ATPL course during the first three years spent in DCU should provide a basis for suitable financial arrangements to be put in place to pay for the flight training.*

Business Studies International

DC110

4 years duration

You want to study business and you're good at languages too. Why not study both?

Overview

DCU's new Business Studies International degree offers a truly international option to ambitious students who wish to complement their business studies with the study of a foreign language. Students of the Business Studies International degree will spend a year at one of DCU Business School's top partner universities in Europe, Central America, Japan or China. The degree offers flexibility, optional work placement, an entrepreneurial focus, and strong employment prospects.

First and Second Year

The Business Studies International degree is structured to give you an introduction to all aspects of business. For the first two years of your studies you lay the foundations of your expertise in the various business disciplines, including economics, management, law, and others, and you also build your language and cultural proficiency.

Year Abroad

You will spend a year studying and/or working in a country where your chosen language is spoken. We are particularly proud of the calibre of our Erasmus exchange partners, who rank among the top academic institutions in their respective countries. Year abroad destinations include China, Japan, Belgium, France, Mexico, Spain, Germany and Austria.

Studying abroad is an exciting and challenging experience. In addition to the opportunity to travel, you can sample a foreign culture, make friends of many nationalities, and open yourself up to a global network of job prospects and connections. By learning about business in a different country, you will gain valuable new perspectives on the business world.

Final Year

In final year you can then choose one of a range of specialist areas, depending on the direction you would like your career to take. The current specialist options are marketing, human resource management, law, e-business, and finance. Specialist subject options are also offered in the language and cultural fields.

In addition to gaining valuable insights into international business, you will gain real proficiency in a modern language (one of French, German, Spanish, Chinese or Japanese). It is possible to take German or

Spanish from *ab initio* (beginners) or intermediate level. French is available at intermediate level only. Chinese or Japanese can be taken from *ab initio* (beginners) level only.

If you wish to take a language at intermediate level, you must attain a minimum of a HC3 in that language at Leaving Certificate level, or in an equivalent international examination. If you wish to take a language at *ab initio* level, you must attain a minimum of a HC3 in a language other than English or Irish at Leaving Certificate level.

Non-native speakers of English can opt for the English stream of the course, which is completed entirely at DCU. Native English speakers are **not** eligible for the English stream.

On Graduation

In an increasingly international business world, employers really value graduates who have an appreciation of international culture and markets, as well as strong language proficiency. Your impressive business and cultural awareness and real-world work experience is a combination that is particularly attractive to employers.

A study abroad experience on your CV will distinguish you from your peers as it proves to employers that you have the willingness and capability to adapt to new environments, the ability to look at a project or situation from different perspectives, an understanding of diverse cultures, and the self-confidence and ability to take calculated risks.

Graduates will be equipped to pursue exciting business careers with an international dimension, including international marketing, international relations, international law, management, human resources, e-business, and international finance.



Your gateway to a thriving international business career



What You Study

You will study a combination of business, language and cultural topics, which are vital for success in an international business environment.

Your course will comprise four elements: core subjects, options, skills, and specialisms.

Core modules provide a solid foundation in the key disciplines of business, while options in the first, second and final year offer the opportunity to acquire extensive expertise in a range of topics, including proficiency in a foreign language (French, German, Spanish, Chinese, Japanese, or English for non-native English speakers).

Throughout the course you will develop vital business skills in areas such as communication, computing, team working and problem solving.

In your final year you will specialise in one of five key areas of business: finance, human resource management, e-business, marketing, or law. A wide range of language and cultural options is also available.

Check our website at www.dcu.ie/dc110 for updates.

BA in Economics, Politics and Law

DC230
4 years duration

Would you like to know more about the political, legal and economic institutions that shape our world? Are you interested in how economics, politics and law interact?

Jointly offered by DCU Business School and DCU School of Law and Government, the BA in Economics, Politics and Law will teach you how these three important disciplines operate and help to shape the world in which we live. You will have the opportunity to spend a year studying abroad as part of this degree. Our current study abroad partner institutions are located in Paris, Gothenburg, Budapest, Prague, Istanbul, and Arizona.

For full course details see www.dcu.ie/DC230

B.Sc. in Marketing, Innovation and Technology

DC240

4 years duration

This is an exciting new programme that will appeal to you if you are interested in business and have a genuine curiosity about the technologies that are changing our world.

Overview

This course involves input from all four DCU faculties, meaning that you will benefit from the knowledge and experience of lecturers from diverse disciplines to get a complete view of the high tech business world.

The high technology sector is a fast changing and highly competitive environment. Successful marketing of new technologies has to evolve and adapt at the same pace. You will learn to anticipate and respond to consumer needs, and have sufficient knowledge of innovation, science and technology to work in teams with innovators, scientists and technologists. Together you could discover the 'next big thing'.

You will learn through lectures, case studies, research projects and from the vast knowledge of visiting practitioners. In some projects you will work in multidisciplinary teams, alongside engineers, scientists and biotechnology students, reflecting real life scenarios.

First and Second Year

In years 1 and 2 you will study traditional business subjects such as economics, marketing, accounting, pricing and marketing finance. At the same time you will be introduced to biotechnology, modern technology and communications technology. In terms of innovation, you will undertake a new enterprise development module and study market feasibility research.



Work Placement (INTRA)

Year 3 will be your INTRA placement. This year gives you a unique and valuable opportunity to apply your knowledge in a corporate environment and gain practical experience. What's more, you will make invaluable industry contacts and have the opportunity to impress a possible future employer.

Final Year

Having worked in the high technology industry, you will be in a good position to appreciate the relevance of your study to the real business world. You will continue to specialise in business and marketing while also advancing your knowledge of design, information technology and new product development.

On Graduation

As an innovative marketing specialist in the emerging technologies sector, you will help to design, research and market new products and services.

As an innovative marketer in the emerging technologies sector, you will help to design, research and successfully market new products and services. Your cross-disciplinary skills will be recognised by graduate membership of the Irish Computer Society. You will also be eligible for the graduateship examination of the Marketing Institute of Ireland, the professional body for marketing professionals in Ireland. Through your knowledge of new media, you will also have a much-coveted understanding of how best to utilise technology and integrate it into your marketing strategies, whatever the industry sector.

"I was drawn to this innovative degree as it allows me to use my creative side freely and also challenges me academically. My degree adds an edge to how I look at products and situations. Ultimately, MInT opens up a niche in the employment market, as we are the first graduates of such a programme – I'm confident I'll be employed when I finish!"

Megan O Riordan

President, DCU Students' Union

"As a MInT student in DCU I have the pleasure of studying a marketing degree which allows me to gain a great variety of knowledge of extremely different markets. This includes the finer details of the technological, pharmaceutical and traditional corporate business markets. I am currently out working on placement at Janssen-Cilag and feel incredibly prepared heading into a pharmaceutical company, knowing that DCU has equipped me for the real situations that I will face in the marketing world."

Elaine Caffrey

B.Sc. in Marketing, Innovation and Technology (MInT)

Interested in designing and marketing the technologies that are changing our world?



What You Study

YEAR 1	YEAR 2	YEAR 3	YEAR 4
Introduction to Marketing, Marketing of High Tech Products and Innovation, Creativity and Discovery, Marketing Feasibility Research, Economics, Services Marketing, Media Technology, Modern Technology (energy, transport and electric power), Modern Technology (electronics and communications)	Consumer Behaviour, Distribution and Channel Management, Commercial Biotechnology, Accounting, Introduction to Biotechnology, Professional Selling, Systems of the Knowledge-Based Society, International Marketing, B2B Marketing, New Product Development, Strategic Cost Management and Pricing, E-Marketing	INTRA (12-month Work Placement)	Marketing Management and Planning, Information Technology in Society, New Enterprise Development, Project Management, Innovation, Marketing and New Technology, Foresights, Information Access and Web Design, High Technology Entrepreneurship, Strategic Management

“There is a demand for ‘tech savvy’ marketers across the medium to high tech sectors – from Information and Communications Technology (ICT) to the emerging life-sciences and biotech sector.”

Declan Hughes

Science, Technology and Innovation Group, Forfás



Course	Bachelor of Business Studies	BA in Accounting & Finance	BA in European Business			
CAO Code	DC111	DC115	French DC112	German DC113	Spanish DC114	Trans-Atlantic Studies DC116
Minimum Entry Req's*	OC3 or HD3 Maths	OC3 or HD3 Maths	OC3 or HD3 Maths + HC3 French	OC3 or HD3 Maths + HC3 German	OC3 or HD3 Maths + HC3 Spanish	OC3 or HD3 Maths
CAO points 2010 (2009)	420 (425)	425 (435)	430 (430)	360 (360)	400 (400)	510 (505)
Duration	3 or 4 years	3 years	4 years	4 years	4 years	4 years
Number of Places	175	110	15	15	10	10
Work Placement	Yes, for 4-year degree	No. Many accounting companies provide substantial cash prizes based on annual results	Yes, 4 months in Ireland & 6 months abroad			
Study Abroad	Some opportunities – awarded on a competitive basis	Not Applicable	Yes, 2 Years	Yes, 2 Years	Yes, 2 Years	Yes, 2 Years
Professional Exemptions	Yes. Depending on 4th year specialism, CAI, ACCA, MII, IIMR. Recognised by Secondary Teachers' Registration Council	Generous exemptions from: ICAI, ACCA, CIMA, ICPAI. Recognised by Secondary Teachers' Registration Council	Postgraduate opportunities available			
Special Features	4-year option includes 12-month work placement	Provides in-depth knowledge of theoretical & practical aspects of Accounting & Finance, Business, Law, Taxation	2 degrees are awarded, 1 from DCU + 1 from partner institution. 2 years study in DCU & 2 years in: France (Reims), Germany (Reutlingen), Spain (Madrid), USA (Boston)			
Options	Final year specialisms in: Finance, HRM, Law, eBusiness Management, Marketing. Range of options including Language	Language Option. Broad range of final year options including specialism or part specialism in Finance, HRM, Law, eBusiness Management, Marketing	Final year specialisms vary by partner institution			
Career Paths	Management, Marketing, Business Law, E-Commerce, Financial Services, HRM	Professional Accounting, Financial Services, Tax and Management Consultancy	International Marketing, Banking & Finance, European Law & Regulation, European Affairs			

* University's General Minimum Entry Requirements: Grade C3 in two Higher Level subjects and Grade D3 in four Ordinary or Higher Level subjects including Maths AND English or Irish.

For entry requirements to DCU's BA in Economics, Politics and Law degree, see www.dcu.ie/DC230.

For more information, including entry requirements for mature, transfer and international applicants, visit www.dcu.ie/dcubs

B.Sc. in Aviation Management/ B.Sc. in Aviation Management with Pilot Studies	Business Studies International	B.Sc. in Marketing, Innovation & Technology
DC117	DC110	DC240
OC3 or HD3 Maths	OC3 or HD3 Maths and HC3 in a language other than English or Irish**	OC3 or HD3 Maths
420 (N/A)	N/A	400 (400)
4 years	4 years	4 years
40	TBC	35
Yes, approx. 7 months	Yes, as part of year abroad	Yes, 12 months
Not Applicable	Yes, 1 Year	Not Applicable
Postgraduate opportunities available	Postgraduate opportunities available	Graduate Membership of Irish Computer Society Eligible for Graduateship Examination of Marketing Institute of Ireland
Unique programme, that addresses skills gaps in those entering the aviation industry	1 year study in one of over 20 universities in France, Belgium, Spain, Mexico, Germany, Austria, Japan or China	Unique degree covers Business & Marketing, IT, Design, New Product Development, Biotechnology
Final year specialism in Pilot Studies or Aviation Management	Final year part-specialisms in: Finance, HRM, Law, eBusiness Management, Marketing. Broad range of language and intercultural options available	Not Applicable
Commercial Pilot, Aviation Management including Business Operations, Marketing, PR, Finance, Logistics, Flight Operations	International Business careers in General Management, Finance, Human Resource Management, Law or Marketing	Marketing Specialist in high-tech sector, e.g. pharmaceuticals, telecoms, software

** See page 16 for language requirements for each language stream. Applicants to the English stream of the course, who have not completed the Irish Leaving Certificate, must demonstrate their competence in the English language by attaining one of the following: a score of 6.5 or above in IELTS; or Grade C1 in English Test for Academic and Professional Purposes (ETAPP). Native English speakers are **not** eligible for the English language stream.

For more information, including entry requirements for mature, transfer and international applicants, visit www.dcu.ie/dcubs

Dublin City University Business School Programmes 2010-2011

DCU Business School Programmes

DCU Business School offers a wide range of undergraduate and postgraduate programmes, delivering expertise from an innovative and professional academic team.

Undergraduate Programmes

Bachelor of Business Studies
BA in Accounting and Finance
BA in European Business
B.Sc. in Aviation Management / B.Sc. in Aviation Management with Pilot Studies
Business Studies International
BA in Economics, Politics and Law (See www.dcu.ie/DC230)
B.Sc. in Marketing, Innovation and Technology

Postgraduate Programmes

Full-Time	Part-Time
Professional Diploma in Accounting	M.B.A. Executive
M.B.S. in Accounting	M.B.A. Corporate
M.Sc. in Finance and Capital Markets	M.Sc. in Investment, Treasury and Banking
M.B.S. in Marketing	M.B.S. in Human Resource Strategies
M.Sc. in Electronic Commerce	M.Sc. in Work and Organisational Psychology/Behaviour
M.B.S. in Human Resource Management	M.B.S. in Strategic Procurement
M.Sc. in Business Management	M.B.S. in Safety and Health at Work
M.Sc. in International Management	Graduate Certificate in Corporate Treasury
	M.Sc. in Emergency Management
	Graduate Certificate in Digital Marketing

Research Programmes

Masters Full-Time/Part-Time
Ph.D. Full-Time/Part-Time
Professional Doctoral Programme

For information on our undergraduate and full-time postgraduate programmes contact the School Office on 01 700 5265 or email dcubs@dcu.ie

For information on our part-time postgraduate programmes contact the Centre for Executive Programmes on 01 700 8829 or email cep@dcu.ie

For information on our research programmes contact Research Support Officer on 01 700 5734 or email phdbusiness@dcu.ie

www.dcu.ie/dcubs

DCU Location and Transport Links

DCU is located in the northern suburbs of Dublin on an 85-acre campus. It is just a short distance from Dublin city centre, Dublin Airport, and the M50 and M1 motorways. The campus is bordered by Ballymun Road and Collins Avenue.

Public Transport

DCU is serviced by the following buses which stop outside the University at the Ballymun Road and Collins Ave entrances; or near to the University with stops on the Swords Road and Glasnevin Avenue.

Routes servicing DCU include:

3, 4, 4A, 11, 11A, 11B, 13, 13A, 16, 16A, 17A, 19A, 33, 41, 41B, 41C, 46X, 104, 109A and 101

Key to Bus Numbers



- 1 Numbers **4, 4A, 11, 11A, 11B, 13, 13A** and **19A** – to and from city centre. **46X** comes from Dun Laoghaire (7.30am) via Donnybrook, Leeson Street, Drumcondra and Ballymun Road
- 2 Number **17A** – from Kilbarrack to Finglas via Glasnevin Ave
- 3 Number **3** – to and from city centre
- 4 Terminus of route **16** - to and from city centre
- 5 Number **104** – from Clontarf Bus Depot via Vernon Ave, Donnycarney, Castletimon, Swords Road, Collins Ave to Finglas
- 6 Number **33** – to and from Balbriggan via Swords Road
Numbers **41/41B/41C** – to and from Swords via Swords Road
Number **16A** – from Lower Rathfarnham to Dublin Airport via Swords Road
- 7 **Drumcondra Train Station**
Maynooth Station to Drumcondra Station via Leixlip, Castleknock, Coolmine and Ashtown areas
From Drumcondra train station, you can take the following buses to DCU:
3, 11, 11A, 11B, 16, 16A, 33, 41, 41B, 41C and 46X

A number of the above buses also operate via the city centre with a stop on O'Connell Street:

3, 4, 4A, 11, 11A, 11B, 13, 13A, 16, 16A, 19A and 46X

Bus Éireann

Number 101 – Drogheda, Balbriggan, Dublin via the Swords Road

Number 109A – Navan, Dunshaughlin, Ratoath, Airport, DCU

DART

The terminus of the 17A bus is at Howth Junction Dart Station.

By Car/Coach

DCU is just a short drive from Dublin City Centre and is easily reached from any part of the city or surrounding areas from the M50.

For further links about transport links to DCU, visit www.dcu.ie/info/get_to.shtml

Information about buses and trains is correct at time of going to print.

Got a question?

At DCU Business School we are dedicated to letting students know about the opportunities available to them and to equipping you with the necessary information to help you make informed choices regarding your career planning.

What do we offer?

Career Fairs/Exhibitions

There are many careers fairs/exhibitions around the country, arranged by schools and local organisations, and we try to attend as many of these as possible.

School Visits

We work closely with career guidance counsellors nationwide, organising visits at a time convenient to your school.

We can tailor the talk, depending on your requirements, to include information on our courses and career prospects for business graduates. We can also give tips on choosing the most appropriate degree course and how to prepare for university life.

Open Days

DCU Open Days are a great chance to find out about courses, scholarships and employment prospects, to meet academic staff, and to explore our outstanding campus facilities.

You can talk to current students about study, sports, clubs and societies, so you'll get a real taste for DCU life.

We will also be holding general talks on university life which will benefit you wherever you decide to study.

We encourage schools, students, parents, guidance counsellors and teachers to attend the Open Days because it gives you the chance to experience DCU and get a feel for the campus.

For further information, visit www.dcu.ie/openday

Campus Tours

Of course if you can't make the Open Days, we would be delighted to welcome you to campus to give you a guided tour and to answer your questions regarding course specifics. Simply contact us in advance to arrange a convenient time.

DCU Website

www.dcu.ie is an excellent online resource for information on courses, services and facilities here in DCU. The website also gives useful information on student life and current developments at the University.

On the Business School's website www.dcu.ie/dcubs you can view detailed course information and graduate employment statistics, and download course factsheets.

For enquiries relating to DCU Business School courses, or to organise a visit to your school or to arrange a DCU campus tour, contact:

DCU Business School
Tel: +353 (0)1 7005265
Email: dcubs@dcu.ie







International Partnership of Business Schools

Contact information

All admissions enquiries to:

Registry

DCU, Dublin 9, Ireland

Telephone: +353 (0) 1 700 5338

Fax: +353 (0) 1 700 5504

Email: registry@dcu.ie

Web: www.dcu.ie

DCU Business School

Scoil Gnó Ollscoil Chathair Bhaile Átha Cliath

Telephone: +353 (0) 1 700 5265

Fax: +353 (0) 1 700 5446

Email: dcubs@dcu.ie

Web: www.dcu.ie/dcubs

The information given in this publication is intended as a guide to persons seeking admission to Dublin City University and shall not be deemed to constitute a contract or the terms thereof between the University and an applicant or any third party, or representations concerning same.

Dublin City University is not responsible and shall not be bound by errors in or omissions from this publication; the University reserves the right to revise, amend, alter or delete programmes of study and academic regulations at any time by giving such notice as may be determined by Academic Council in relation to any such change.