

International College Dublin

ICD  
BUSINESS  
SCHOOL



IRELAND'S ONLY BOUTIQUE COLLEGE

BA (Honours) in Business Studies



# BA (Honours) in Business Studies



**Validating Body: QAI**

**Programme Duration: 4 Years**

**NFQ Level: Level 8 (Honours Degree)**

**Entry Dates: September/February annually**

## About the course

This course is designed to specifically develop and enhance the ability of students to recognise, analyse and solve business problems, often against a background of economic, social and technological change. The programme is designed to be academically coherent and intellectually demanding. No matter how inexperienced students are when entering the course, it is critical that they develop a sense of responsibility prior to graduation, so that they may be recommended without hesitation to prospective employers. For full-time students, there is a one year work placement which can be used towards work experience requirements with future employers and professional bodies.

## Course Content

### Level 1

Economics, Accounting, Principles of Marketing, Information Technology, Business Mathematics and Research Techniques, Business Communications, Business Law, Organisations and Behaviour

### Level 2

Economics and the European Union, Management Accounting, Financial Reporting and Analysis, Marketing & E-Commerce Strategy, Employee Relations, Management, Small Business Enterprise, Professional Development.

### Level 3

Work Experience (1 Academic Year)



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## Level 4

Mandatory Modules: Strategic Management, European Business, Project Management.

## Pathways:

**Finance** – Financial Management, Internal Organisation and Financial Control, Taxation.

**Marketing** – Global Marketing, Buyer Behaviour, Services Management.

**Human Resources** – Human Resource Management, Employment Law, Strategic Human Resource Management

**E-Commerce** – Ethics & Digital Marketing, Social Media & digital Marketing, Applied Digital Project

## Professional Accreditation and Exemptions



Graduates are exempt from a significant number of the examinations of professional bodies. These include The Association of Chartered Certified Accountants (ACCA), The Marketing Institute of Ireland (MMII), The Institute of Personnel Development (IPD)

## Career Prospects

The course gives all-round business management skills as well as specialist knowledge of finance and accounting. Many graduates pursue careers as managers and openings are available as management trainees in manufacturing, banks, government agencies and the public sector.

## Entry Requirements

2C3s (Honours) + 4D3s (Ordinary) to include Mathematics & English  
IELTS 6.0 minimum or equivalent for international students





## Contact Details:

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