



BA (Honours) in Business Studies (Six ACCA Exemptions* Finance Pathway)



BA (Honours) in Business Studies

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. Graduates are offered up to 6 ACCA Exemptions.



BA (Honours) in Business Studies

ICD
BUSINESS
SCHOOL
Celebrating 20 years
2001-2021

Duration: 4 Years

NFQ Level: 8 (Honours Degree)

Full-Time

Validated: QQI



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.

Entry Dates: September/February annually

Requirements: 2 H5 and 4 O6/H7 grades to include Mathematics

English IELTS 6.0 minimum or equivalent for international students

Course Content



Level 3

Work Experience (1 Academic Year)



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

Digital – 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 Chartered Institute of Personnel Development (CIPD). Graduates are offered up to 6 ACCA Exemptions

Career Prospects

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



Ms. Marie Angeles Martinez Graduated in 2019 with a BA (Honours) in Business Studies.

During her time at ICD Business School, Marie was selected by Education in Ireland to be an Educational Ambassador for Ireland/Venezuela.

As part of the BA (Honours) in Business Studies students spend Year 3 in Work Placement. Marie spent her year in a large Logistics company in Dublin. She was the first Student Ambassador selected by Education in Ireland who was on a Work Experience Year.

Marie's Work Experience Year helped her to secure a full-time position with DB Schenker Logistics, the world's leading global logistics supplier at its offices in Dublin.



Ms. Ruth Clarke Graduated from our BA (Honours) in Business Studies.

Ruth is currently an essential part of a team in (Ernst & Young) EY one of the Big 4 Accountancy firms in the world.

“I enjoyed immensely my time at ICD Business School, the BA (Honours) in Business Studies allowed me to change my career direction and experience far greater job options than I had previously. The lecturers in particular were dedicated to motivating the student to achieve their highest potential”



International College Dublin

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ICD Business School
Wicklow House,
84 - 88 South Great George's Street,
Dublin 2, D02 TX84



+353 1 6333222



admin@icd.ie



www.icd.ie

