



Institiúid Teicneolaíochta Chorcaí
Cork Institute of Technology

APPROVED

Awards
BBus

Programme Code:	CR_BBUS_7
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Mode of Delivery:	Full Time, Part Time, ACCS
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No. of Semesters:	6
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NFQ Level:	7
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Embedded Award:	No
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Programme Credits:	180
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programmeReviewDate:	September 2021
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Department:	MANAGEMENT & ENTERPRISE
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Programme Outcomes

Upon successful completion of this programme the graduate will be able to demonstrate... :

PO1	Knowledge - Breadth
	(a) A deep knowledge of business theory, principles, processes and techniques and their applications and potential.
PO2	Knowledge - Kind
	(a) The competence to take a holistic view of business situations, interpret information, plan for the future and make decisions.
PO3	Skill - Range
	(a) A knowledge of the functions and techniques of a number of core business disciplines, including management, HR, information technology, economics and finance. Graduates will also have an appreciation of the insights gained through the contributions of other disciplines to the understanding of business operations.
PO4	Skill - Selectivity
	(a) An ability to analyse business situations, identify solutions and opportunities, apply business theory and techniques to plan and direct the future of organisations.
PO5	Competence - Context
	(a) An understanding of appropriate theories and techniques applicable across a broad range of organisations in order to critically formulate and evaluate relevant options and solutions to business opportunities and problems.
PO6	Competence - Role
	(a) The ability to contribute positively both autonomously and as a member of a team and to work ethically and professionally.
PO7	Competence - Learning to Learn
	(a) An ability to identify and address continuous learning requirements, keeping abreast of new developments in business and the wider economy, being willing to embrace change and learn from new experiences.
PO8	Competence - Insight
	(a) The competence to participate in business activities, with a clear sense of purpose, in a confident, motivated and responsible manner, encouraging colleagues to succeed while showing respect for others and society.

Semester Schedules

Stage 1 / Semester 1

Mandatory	
Module Code	Module Title
CMOD6001	Creativity Innovation&Teamwork
MGMT6048	Organisational Behaviour
MRKT6004	Introduction to Marketing
ACCT6007	Fundamentals of Fin/Acc
MATH6051	Essential Maths& Stats for Bus
Elective	
Module Code	Module Title
LANG7018	Working with French
LANG6039	German Language & Culture
LANG6005	Introduction to Spanish
MGMT6047	Introduction to Micro Business

Stage 1 / Semester 2

Mandatory	
Module Code	Module Title
ACCT6002	Cost Accounting
ECON6003	Introduction to Microeconomics
STAT6011	Stats & Financial Maths for Bus
INFO6014	Business IT Skills
MGMT6059	Introduction to Management
Elective	
Module Code	Module Title
MRKT6012	Communication for Business
LANG7019	French Business and Culture
LANG6040	Breakthrough German
LANG6006	Basic Spanish
FREE6001	Free Choice Module

Stage 2 / Semester 1

Mandatory	
Module Code	Module Title
ECON6001	Introduction to Macroeconomics
LEGS6001	Irish Legal System
INFO6027	IT Communications
Group Elective 1	
Module Code	Module Title
MGMT6028	HRM in Contemporary Business
MGMT7062	Introduction to Supply Chain
MGMT6053	Entrepreneurial Mindset
LANG7016	Applied French
LANG6041	German Language and Society
LANG6029	Spanish Language and Society
FREE6001	Free Choice Module
Group Elective 2	
Module Code	Module Title
MGMT6028	HRM in Contemporary Business
MRKT6005	Marketing Strategy Principles
MRKT6013	Social Media Marketing
LANG7016	Applied French
LANG6041	German Language and Society
LANG6029	Spanish Language and Society
FREE6001	Free Choice Module
Group Elective 3	
Module Code	Module Title
ACCT7015	Company&Partnership Accounting
ACCT6004	Cost & Management Accounting
ACCT6009	Financial Accounting

Stage 2 / Semester 2

Mandatory	
Module Code	Module Title
MGMT6060	Contemporary Management
ECON7009	Economic Data and Analysis
LEGS6002	Irish Civil Law
Group Elective 1	
Module Code	Module Title
INFO6028	Practical IT for Business
MGMT6029	Professional HR Practice
MGMT7065	Supply Chain Optimisation
LANG7017	Applied French Studies
LANG6038	German for Business
LANG6030	Spanish Language and Culture
FREE6001	Free Choice Module
Group Elective 2	
Module Code	Module Title
MRKT6019	The Changing Consumer
MGMT7079	Customer Service & Management
MRKT6017	Retail Marketing
LANG7017	Applied French Studies
LANG6038	German for Business
LANG6030	Spanish Language and Culture
FREE6001	Free Choice Module
Group Elective 3	
Module Code	Module Title
FINA7001	Financial Mgt for Accountants
ACCT7014	Financial Accounting Analysis
ACCT7001	Management Accounting

Stage 3 / Semester 1

Mandatory	
Module Code	Module Title
ACCT7011	Finance Planning and Control
MGMT7023	Project Management
INFO7011	IT for Business Professionals
MGMT7077	People Management Strategies
Elective	
Module Code	Module Title
ECON7003	The Macroeconomy
MRKT7011	Professional Sales Practice
MGMT7080	Enterprise Development Project
INFO7010	Electronic Commerce
LANG8016	Working and Living in France
LANG7006	Working with German
LANG6033	Working with Spanish
FREE6001	Free Choice Module

Stage 3 / Semester 2

Group Elective 1	
Module Code	Module Title
PLAC7020	Industry Placement
Group Elective 2	
Module Code	Module Title
APEX8030	Approved External Study - 30 Credits
Group Elective 3	
Module Code	Module Title
MRKT7020	International Market Launch
MMED8023	Media Presentation
MGMT6044	Cultural Studies
MGMT8043	Seminar Series
MGMT7075	Emerging & New Markets