

APPROVED



Institiúid Teicneolaíochta Chorcaí  
Cork Institute of Technology

<b>Awards</b>	
BBus (Hons)	
<b>Programme Code:</b>	CR_BIBLA_8
<b>Mode of Delivery:</b>	Full Time, Part Time
<b>No. of Semesters:</b>	8
<b>NFQ Level:</b>	8
<b>Embedded Award:</b>	No
<b>Programme Credits:</b>	240
<b>programmeReviewDate:</b>	October 2023
<b>Department:</b>	MARKETING & INTERNATIONAL BUSINESS
<b>Field of Study:</b>	Marketing & Advertising

## Programme Outcomes

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

<b>PO1</b>	Knowledge - Breadth
	(a) Demonstrate their knowledge of the key business areas that underpin international business activity while developing competency and skill in a language beyond their native tongue.
<b>PO2</b>	Knowledge - Kind
	(a) To identify, analyse, evaluate and synthesise complex issues, challenges and concepts with a view to forming rounded perspectives on issues such as international trade, international cultures, management, global marketing, economics, law, business development and other knowledge intrinsic to the development of opportunities for business in an international context.
<b>PO3</b>	Skill - Range
	(a) Design, plan and execute effective business strategies, undertake market research, plan and strategise for business communication, negotiate, lead and manage international activities across supply and value chains and to inform these activities through their knowledge of other languages and cultures.
<b>PO4</b>	Skill - Selectivity
	(a) Identify challenges and opportunities in an international context supporting their analysis through reasoned argument, usage of empirical data and synthesis of environmental factors such as politics, culture, trade, law and market forces.
<b>PO5</b>	Competence - Context
	(a) Apply their knowledge in a range of businesses that may have requirements to trade internationally to varying degrees including SME and MNC organisations as well as at individual and interpersonal perspectives.
<b>PO6</b>	Competence - Role
	(a) Demonstrate their propensity to offer leadership, take initiative and undertake responsibility for a range of dynamic environments necessitating possibilities such as working alone, in groups and as part of hierarchical structures while conscious of the personal and organisational motivations of themselves and others.
<b>PO7</b>	Competence - Learning to Learn
	(a) Control their own learning environment through awareness of their own personal development and reflection upon their skills and knowledge in an organisational setting.
<b>PO8</b>	Competence - Insight
	(a) Expose their consciousness of their own value and the intrinsic strengths and weaknesses entailed within this and to further infuse their identified strengths in an ethical and responsible framework for their personal and career development.

## Semester Schedules

### Stage 1 / Semester 1

Mandatory	
Module Code	Module Title
CMOD6001	<a href="#">Creativity Innovation&amp;Teamwork</a>
MGMT6043	<a href="#">Intro to Global Business</a>
ACCT6007	<a href="#">Fundamentals of Fin/Acc</a>
INFO6017	<a href="#">Information Technology</a>
MRKT6004	<a href="#">Introduction to Marketing</a>
Elective	
Module Code	Module Title
LANG7018	<a href="#">Working with French</a>
LANG7006	<a href="#">Working with German</a>
LANG6033	<a href="#">Working with Spanish</a>
LANG7010	<a href="#">General &amp; Academic English</a>

### Stage 1 / Semester 2

Mandatory	
Module Code	Module Title
MGMT6044	<a href="#">Cultural Studies</a>
MGMT6062	<a href="#">International Management</a>
STAT6012	<a href="#">Maths &amp; Stats for Marketing</a>
MRKT6005	<a href="#">Marketing Strategy Principles</a>
Group Elective 1	
Module Code	Module Title
LANG7019	<a href="#">French Business and Culture</a>
LANG7002	<a href="#">German Business &amp; Culture</a>
LANG7012	<a href="#">Spanish Business and Culture</a>
LANG6036	<a href="#">English for Academic Presentat</a>
Elective	
Module Code	Module Title
MRKT6010	<a href="#">Selling Skills for Business</a>

ACCT6009	<a href="#">Financial Accounting</a>
FREE6001	<a href="#">Free Choice Module</a>

Stage 2 / Semester 1

Mandatory	
Module Code	Module Title
MGMT6045	<a href="#">International Communication</a>
MGMT7088	<a href="#">International Teams &amp; Projects</a>
LEGS6012	<a href="#">Business Law</a>
ECON7007	<a href="#">Principles of Economics</a>
Group Elective 1	
Module Code	Module Title
LANG7016	<a href="#">Applied French</a>
LANG7014	<a href="#">Applied German</a>
LANG7011	<a href="#">Applied Spanish</a>
LANG6037	<a href="#">English: Academic &amp; Business</a>
Elective	
Module Code	Module Title
MRKT7009	<a href="#">Marketing Research Methods</a>
MGMT6028	<a href="#">HRM in Contemporary Business</a>
FREE6001	<a href="#">Free Choice Module</a>

Stage 2 / Semester 2

Mandatory	
Module Code	Module Title
LEGS7009	<a href="#">Principles International Trade</a>
MGMT7089	<a href="#">International Supply Chains</a>
MGMT6053	<a href="#">Entrepreneurial Mindset</a>
ECON7009	<a href="#">Economic Data and Analysis</a>
Group Elective 1	
Module Code	Module Title
LANG7017	<a href="#">Applied French Studies</a>
LANG7015	<a href="#">Applied German Studies</a>
LANG7013	<a href="#">Applied Spanish Studies</a>
LANG7009	<a href="#">International Business English</a>
Elective	
Module Code	Module Title
MRKT7024	<a href="#">Digital Business</a>
MGMT6029	<a href="#">Professional HR Practice</a>
FREE6001	<a href="#">Free Choice Module</a>

Stage 3 / Semester 1

Mandatory	
Module Code	Module Title
MGMT7075	<a href="#">Emerging &amp; New Markets</a>
Group Elective 1	
Module Code	Module Title
LANG8021	<a href="#">Experiencing France</a>
LANG8019	<a href="#">Experiencing Germany</a>
LANG8020	<a href="#">Experiencing Spain</a>
LANG8010	<a href="#">Irish Culture and Contemporary</a>
Elective	
Module Code	Module Title
MRKT7017	<a href="#">Business to Business Marketing</a>
MGMT7077	<a href="#">People Management Strategies</a>
MRKT7016	<a href="#">Event Management &amp; Promotion</a>
ACCT7011	<a href="#">Finance: Planning and Control</a>
MGMT8073	<a href="#">Tourism &amp; Aviation Business</a>
FREE6001	<a href="#">Free Choice Module</a>

Stage 3 / Semester 2

Mandatory	
Module Code	Module Title
PLAC7014	<a href="#">Semester Abroad</a>

Stage 4 / Semester 1

Mandatory	
Module Code	Module Title
MGMT7008	<a href="#">Global Marketing Strategy</a>
ECON8003	<a href="#">Economics International Trade</a>
MGMT8049	<a href="#">Sustainable Business</a>
Group Elective 1	
Module Code	Module Title
LANG8007	<a href="#">French Business and Media</a>
LANG8017	<a href="#">German Business and Media</a>
LANG8012	<a href="#">Spanish Business and Media</a>
Elective	
Module Code	Module Title
LEGS8008	<a href="#">Business in the European Union</a>
MGMT8022	<a href="#">Workforce Diversity</a>
MGMT7075	<a href="#">Emerging &amp; New Markets</a>
MGMT8073	<a href="#">Tourism &amp; Aviation Business</a>
MRKT7017	<a href="#">Business to Business Marketing</a>
MGMT8026	<a href="#">New Product Development</a>
FREE6001	<a href="#">Free Choice Module</a>



Stage 4 / Semester 2

Mandatory	
Module Code	Module Title
MGMT7074	<a href="#">Global Operations Management</a>
MGMT8043	<a href="#">Seminar Series</a>
MGMT8045	<a href="#">Corporate Strategy</a>
Group Elective 1	
Module Code	Module Title
LANG8008	<a href="#">French Business and Arts</a>
LANG8018	<a href="#">German Business and Arts</a>
LANG8014	<a href="#">Spanish Business and Arts</a>
Elective	
Module Code	Module Title
MGMT8075	<a href="#">Geopolitics around the Globe</a>
MGMT8011	<a href="#">International HRM</a>
MGMT8013	<a href="#">The European Single Market</a>
ECON8005	<a href="#">Global Financial Economics</a>
MRKT8019	<a href="#">Sales Strategy Management</a>
FINA8010	<a href="#">Finance for Marketers</a>
MGMT8048	<a href="#">Enterprise and Innovation</a>
MGMT8028	<a href="#">New Product Launch</a>
MGMT7024	<a href="#">Public Relations</a>
FREE6001	<a href="#">Free Choice Module</a>