



Institiúid Teicneolaíochta Chorcaí
Cork Institute of Technology

APPROVED

Awards	
BBus (Hons)	

Programme Code:	CR_BBUS_8
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Mode of Delivery:	Full Time, Part Time, ACCS, Partially Online
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No. of Semesters:	2
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NFQ Level:	8
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Embedded Award:	No
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Programme Credits:	60
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programmeReviewDate:	November 2018
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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)	An in-depth knowledge of a wide variety of industry and business types, with an understanding of the challenges, skills and techniques involved in business and management.
PO2	Knowledge - Kind
(a)	The competence and the knowledge of best practice business techniques to take a holistic view of business situations in our current global context. Be able to interpret information and subsequently focus on the different components of a problem using appropriate models or techniques.
PO3	Skill - Range
(a)	An in-depth knowledge of strategy, enterprise, financial management and other appropriate business disciplines to facilitate the analysis and evaluation of business problems.
PO4	Skill - Selectivity
(a)	An ability to analyse business situations, identify solutions and opportunities while adopting creative thinking. Be able to 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)	An ability to contribute positively both autonomously and as a member of a team and to work ethically and professionally with the capacity for innovation and leadership.
PO7	Competence - Learning to Learn
(a)	An ability to identify and address continuous learning requirements at a personal and professional level in recognition of the transience of applied skills. The graduate will be open to change and will be willing to engage with new developments and practices.
PO8	Competence - Insight
(a)	The communication skills necessary to articulate their personal motivations and aims with respect to the field of business. The graduate will be confident in their knowledge, skills and potential and seek to interact with others in a way which can promote their own personal or business interests while being mindful of ethical considerations and their moral and legal responsibilities to others.

Semester Schedules

Stage 1 / Semester 1

Mandatory	
Module Code	Module Title
MGMT8018	Strategy Analysis
FINA8003	Financial Management
MGMT8001	Business Ethics
Elective	
Module Code	Module Title
MGMT8026	New Product Development
MGMT8022	Workforce Diversity
LEGS8008	Business in the European Union
FINA8005	Investment Analysis
MRKT8001	Brand Management
MGMT8047	Business Metrics
MRKT7017	Business to Business Marketing
MRKT8002	Fashion Marketing
ECON8003	Economics International Trade
MGMT8049	Sustainable Business
LANG8007	French Business and Media
LANG7014	Applied German
LANG7011	Applied Spanish
MGMT8074	Managing Business Change
FREE6001	Free Choice Module

Stage 1 / Semester 2

Mandatory	
Module Code	Module Title
MGMT8019	Strategy Selection
FINA8004	Corporate Finance
MGMT8048	Enterprise and Innovation
Elective	
Module Code	Module Title
MGMT8028	New Product Launch
MGMT8011	International HRM
MGMT8013	The European Single Market
MRKT8019	Sales Strategy Management
FINA8006	Investment Management
MGMT8015	IS Strategy and Planning
FINA8009	Banking & Financial Markets
MRKT8004	Social Marketing
SPRT8001	Sports Marketing
MGMT7024	Public Relations
LANG8008	French Business and Arts
LANG7015	Applied German Studies
LANG7013	Applied Spanish Studies
ECON8005	Global Financial Economics
FREE6001	Free Choice Module