

BUSINESS

**“IRELAND’S LARGEST
BUSINESS SCHOOL PROVIDING
BUSINESS EDUCATION FOR
THE GLOBAL ECONOMY”**



HONOURS DEGREES - LEVEL 8

Accounting & Finance
Business Analytics
Business & Law
Business & Management
Business Computing
Economics & Finance
Human Resource Management
International Business & Languages (Chinese)
International Business & Languages (French, German, Spanish)
International Business & Languages (Italian)
Logistics & Supply Chain Management
Marketing
Retail & Services Management

CODE

DT366 92
DT302 94
DT321 96
DT365 98
DT354 100
DT399 102
DT398 104
DT565 106
DT555 DT556 DT557 108
DT564 110
DT358 112
DT341 114
DT343 116

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HIGHER CERTIFICATES - LEVEL 6

Business Management
Business Studies
Marketing
Retail Management & Marketing

DT324 118
DT315 120
DT303 122
DT360 124

CUNTASAÍOCHT & AIRGEADAS ACCOUNTING & FINANCE

BSc Leibhéal 8 / Level 8

LEAVING CERT ENTRY REQUIREMENTS:

Minimum N° of		Minimum Grade in	
Subjects	Honours	Maths	English or Irish
6	3	OC3	OC3

FETAC LEVEL 5 ENTRY REQUIREMENTS:

A FETAC Level 5 entry route to this programme is available.
Please visit www.dit.ie/study/undergraduate/fetac/

What is... Accounting & Finance?

This programme provides an ideal route to a career in professional accountancy and to a training contract with an accounting practice. Graduates may also pursue careers in areas such as fund management, financial services, financial analysis, corporate finance and money markets.

Learning Outcomes:

What will I Study?

This Degree programme allows students to develop a thorough understanding of the fundamentals (both technical and theoretical) of accounting and finance and provides graduates with a sound foundation for further professional studies in these fields. Students' capacity to engage in critical analysis, apply concepts to practice, engage in independent research, contribute to team work and communicate clearly are developed through the use of a wide range of learning and teaching approaches including problem solving, case studies, projects, preparation of academic papers, group work and formal lectures with tutorial support.

In allowing students to select modules from a range of subjects in the second and third/fourth years of their studies, the programme enables students to specialise in their chosen field.

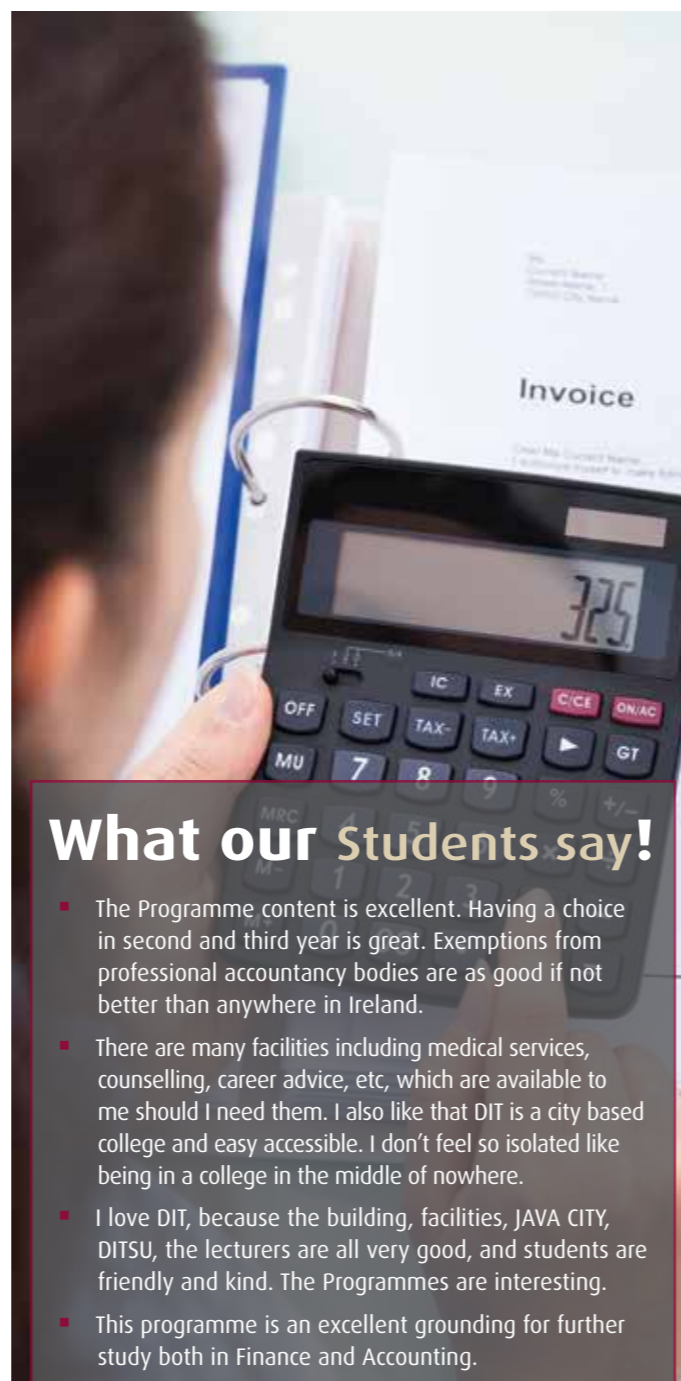
Some students may choose to focus on Accountancy related modules in order to secure the generous exemptions awarded by professional accountancy bodies (including Chartered Accountants Ireland and ACCA) to graduates of this Programme. Other students, who are interested in pursuing a career in Finance, may opt for modules from the Programme's comprehensive range of Finance, Econometrics and International Finance modules. Students also have the option of studying a mix of Accounting and Finance modules.

Further Information

www.dit.ie/accountingandfinance

School of Accounting & Finance

01 402 7070 (Margaret Fitzsimons)
margaret.fitzsimons@dit.ie



What our students say!

- The Programme content is excellent. Having a choice in second and third year is great. Exemptions from professional accountancy bodies are as good if not better than anywhere in Ireland.
- There are many facilities including medical services, counselling, career advice, etc, which are available to me should I need them. I also like that DIT is a city based college and easy accessible. I don't feel so isolated like being in a college in the middle of nowhere.
- I love DIT, because the building, facilities, JAVA CITY, DITSU, the lecturers are all very good, and students are friendly and kind. The Programmes are interesting.
- This programme is an excellent grounding for further study both in Finance and Accounting.

COURSE CODE:

DT366

COURSES LENGTH:

3/4 YEARS

APPROX:

50 PLACES

LOCATIONS

AUNGIER ST

POINTS 2015

440

Module Listing

Year One

Accounting • Business Finance • Communication & Personal Development • Economics • Information Systems • Managing the Organisation • Quantitative Analysis

Year Two

Core modules: Business Finance • Business Law • Financial Reporting • Macroeconomics • Management Accounting • Management Science

Elective Modules: EU Framework • Maths for Finance & Economics • Business Information Systems

Year Three

Optional year abroad in a partner Institution

Year Three/Four

Students take two core modules: Corporate Finance • Critical Analysis in Accounting & Finance

And four modules from the following list: Advanced Financial Reporting • Auditing • Corporate Finance • Derivatives • Financial Econometrics • Financial Institutions & Services • International Finance & Monetary Economics • Management Control & Decision Making • Strategic Management • Taxation

Scholarships

First year students enrolling on this programme who have obtained 500 points or more in their Leaving Certificate, will be awarded a first year entrance scholarship of €2,000 in recognition of their outstanding performance in the Leaving Certificate Examination.

What are my... Career Opportunities?

This Honours Degree programme is appropriate to those who wish to pursue careers as professionally qualified accountants. It confers significant exemptions from the examinations of the professional accountancy bodies. In addition, the programme provides an ideal entry qualification for a range of careers in financial services, the money markets and banking.

*For more career development options please see inside front cover

What other options do I have after completion?

Students who have reached the appropriate honours standard may have access to a wide range of Masters Degrees in DIT and elsewhere in Higher Education.

Are there study abroad options?

Students may opt to spend year 3 studying abroad in locations such as the United States, Canada, Australia or Northern Europe, through English. Students who avail of this opportunity will complete their degree over a four year period and will be awarded the BSc Accounting & Finance (International) qualification.



You might also be INTERESTED IN:

- Business Studies - DT315 Pg 120

ANAILÍSÍOCHT GHNÓ BUSINESS ANALYTICS

BSc Leibhéal 8 / Level 8

LEAVING CERT ENTRY REQUIREMENTS:

Minimum N° of		Minimum Grade in	
Subjects	Honours	Maths	English or Irish
6	2	HD2	OD3

FETAC LEVEL 5 ENTRY REQUIREMENTS:

A FETAC Level 5 entry route to this programme is available.
Please visit www.dit.ie/study/undergraduate/fetac/

What is... Business Analytics?

"Business Analytics" is about the conversion of business data into valuable information through the use of statistical techniques and advanced software. Combining such analysis with intuition can provide insights to businesses and public sector organisations for the achievement of their respective objectives. "Big Data" refers to the storage and analysis of datasets that are so large and complex that they become difficult to process through standard database management tools. Big Data is associated with the massive amounts of data that are now being generated in business and in other fields, often in real time, through for example: information sensing mobile devices, radio frequency identification readers and wireless sensor networks.

Learning Outcomes:

What will I Study?

This programme provides a strong foundation in empirical Business Analytics grounded in theory and applied in practice. The aim of the programme is to produce a professional capable of providing the business analytics expertise required by organisations to strengthen their strategic decision making processes and to produce a graduate with interpersonal and leadership qualities, underpinned by sound technical and business knowledge by using a range of learning approaches throughout the programme. Technical skills include a high level of proficiency in Software Development & Programming, Database Systems, Quantitative and Statistical Analysis and Business Intelligence. Communication Skills, Project Management and Work Placement all enhance the individual's personal development, while Sales/Marketing, Strategic Information Systems and Principles of Management provide a framework for workplace effectiveness.



Further Information

www.dit.ie/management

School of Management

01 402 7106 (Dr Hugh O' Donnell, Head of Dept)
01 402 3031 (School Office)

hugh.odonnell@dit.ie
aideen.obyrne@dit.ie

COURSE CODE:

DT302

COURSES LENGTH:

4 YEARS

APPROX:

20 PLACES

LOCATIONS

AUNGIER ST

POINTS 2015

NEW

Module Listing

Year One

Statistics • Introduction to OO Programming • Quantitative Methods • Principles of Management • Technology Fundamentals • Principles of Marketing • Linear Algebra • Communications & Teamwork • Database Systems • Supply Chain Management

Year Two

Simulation for Business Analytics • Time Series Analysis • Marketing Research • Algorithms & Data Structures • Enterprise Database Systems • Project Management • Big Data Concepts

Year Three

NoSQL Database Systems • Dynamic Programming Languages (Python) • Intelligent Systems • Statistical Programming • Business Decision Making • Business Intelligence • Work Placement

Year Four

Intelligent Systems • Spatial Analysis • Software Development for Data Acquisition • Development Frameworks for Big Data • Strategic Information Systems • Retail/Supply Chain Analytics • Marketing Analytics • Healthcare Analytics • Final Year Project

Scholarships

First year students enrolling on this programme who have obtained 500 points or more in their Leaving Certificate, will be awarded a first year entrance scholarship of €2,000 in recognition of their outstanding performance in the Leaving Certificate Examination.

Placement/Internship

Work placement is an integral part of the programme. All students are encouraged to participate in a work placement in year 3 of the programme.

What are my... Career Opportunities?

In 2014 the Expert Group on Future Skills Needs (EGFSN) published 2 reports "Assessing the Demand for Big data and Analytics Skills, 2013-2020" and "An Assessment of the Current and Planned Domestic Supply of Big Data/Data Analytics Skills in Ireland". They predicted that 21,000 potential job vacancies could arise from expansion and replacement demand up to 2020. This gross figure was further divided into 3,630 roles which they describe as 'deep analytical roles', and 17,470 'big data savvy' roles. This demand is in addition to the 8,780 support roles previously identified in their 2013 report "Addressing Future Demand for High-Level ICT Skills".

It is estimated that data collected and generated by companies and governments is growing by approximately 40% per year. Global companies that leverage this data smartly have created significant value; estimates suggest c.4% higher productivity, c.6% higher profitability, and up to 50% greater market share. It is also estimated that within the European public sector, there is \$250 billion annual value in correctly applying new data technologies to government functions. In the US alone, it is estimated that there will be unmet demand in 5 to 10 years of 140,000 - 190,000 analysts and 1.5 million data-savvy managers.

*For more career development options please see inside front cover

What other options do I have after completion?

Students who acquire the appropriate level can access a range of postgraduate programmes in DIT and elsewhere.

Are there study abroad options?

Study abroad options are being developed. It is anticipated these will be available to students by 2017/18. Students will have the choice of a semester abroad as an alternative to the work placement module.

You might also be INTERESTED IN:

- Business Studies - DT315 Pg 120
- Business Management - DT324 Pg 118
- Marketing - DT303 Pg 122
- Retail Management & Marketing - DT360 Pg 124

GNÓ & DLÍ BUSINESS & LAW

BSc Leibhéal 8 / Level 8

LEAVING CERT ENTRY REQUIREMENTS:

Minimum N° of		Minimum Grade in	
Subjects	Honours	Maths	English or Irish
6	3	OC3	OC3

FETAC LEVEL 5 ENTRY REQUIREMENTS:

A FETAC Level 5 entry route to this programme is available.
Please visit www.dit.ie/study/undergraduate/fetac/

What is... Business & Law?

The aim of the programme is to develop a high level of intellectual awareness and technical competence in Business and Law.

Students will develop their abilities to communicate and work more effectively with legal counsel to solve complex problems and to leverage such "legal astuteness" as a dynamic capability and as a source of competitive advantage.

This combined programme in Business and Law was established further to industry recommendation and advice that graduates with such a combination of skills i.e. business acumen and legal knowledge would be invaluable in the contemporary graduate labour market.

Learning Outcomes:

What will I Study?

Graduates of the programme will:

- ◆ Develop a thorough understanding of the fundamental theoretical issues in Business and Law and their relevance to practice
- ◆ Develop the ability for independent and critical thinking through analysis, synthesis and evaluation of information, leading to solutions and recommended actions
- ◆ Develop the ability to apply theoretical understanding to observed information so as to define, analyse and provide solutions to issues in Business and Law
- ◆ Develop the ability to communicate clearly and concisely
- ◆ Possess the skills to promote understanding of the role and responsibilities of individuals and institutions in the business and legal sectors of the economy and to create an awareness of the continuing developmental nature of practice in business and law and the requirement for continued study and research of issues relevant to these areas
- ◆ Have gained an appropriate academic foundation for further professional studies in the area of Business Management and /or Law
- ◆ Will have an informed basis for the selection of future career paths
- ◆ Will be in a position to build on the firm relations which have been formed with professional institutions and associations



What our Students say!

- ◆ The combination of Business and Law is fantastic.
- ◆ The range of choice is great ... with option of majoring in business or in law in Years 3 and 4.
- ◆ We share classes with students on the B.Sc. Business and Management programme (DT365). So we have our own identity but also have links to the biggest business programme in the College.
- ◆ Having the option to study Year 3 abroad is great.

Further Information

www.dit.ie/accountingandfinance

School of Accounting & Finance

01 402 7083 (Dr. Eoghan O'Grady)
Eoghan.OGrady@dit.ie

COURSE CODE:

DT321

COURSES LENGTH:

4 YEARS

APPROX:

30 PLACES

LOCATIONS

AUNGIER ST

POINTS 2015

465

Module Listing

Year One

Accounting ● Core Legal Skills ● Economics ● Law of Contracts ● Management & Organisational Psychology ● Quantitative Techniques

Year Two

Accounting ● Company Law ● Constitutional Law ● Human Resource Management ● Law of Torts ● Operations Management ● Property Law

Year Three

Core modules: International Management ● EU Law ● Criminal Law ● Management Accounting / Management Accounting for Business Decisions ● Strategic Marketing
Select 2 modules from 12 options: Administration Law ● Evidence Law ● Equity Law ● Advanced Financial Reporting ● Corporate Finance ● HRM Contemporary Issues ● Macroeconomics ● Market Research ● New Venture Creation ● Supply Chain Management ● Taxation

Year Four

Core modules: Global Strategic Management ● Law Research Project
Select 4-6 modules (depending on module ECTS weighting) from 21 options: Civil Procedure Arbitration and Alternative Dispute Resolution ● Consumer Behaviour ● Employee Relations ● Employment Law ● Enterprise Studies ● Environmental & Planning Law ● European Human Rights Law ● Family Law ● Financial Econometrics ● Financial Services ● Financial Strategy ● Global Supply Chain Management ● Immigration and Refugee Law ● Intellectual Property and Media Law ● International Finance & Monetary Economics ● International HRM ● Jurisprudence ● Marketing Communications ● Partnership & Outsourcing ● Quality Management & Process Improvement ● Small Business Management ● SCM Cases & Context ● Taxation

Scholarships

First year students enrolling on this programme who have obtained 500 points or more in their Leaving Certificate, will be awarded a first year entrance scholarship of €2,000 in recognition of their outstanding performance in the Leaving Certificate Examination.

You might also be INTERESTED IN:

- ◆ Business & Management - DT365 Pg 98
- ◆ Law - DT532 Pg 50

What are my... Career Opportunities?

The combination of Business and Law offers students the opportunity to develop a skill set that is likely to be of considerable utility and, furthermore, to be highly marketable in a wide variety of workplaces. Students completing this course will be strongly positioned to compete for graduate positions in Management, Insurance, Banking, Human Resources, Finance, and regulatory roles. Students will also be well positioned to progress to further studies in the disciplines of Business, Law, Accounting and Management.

Graduates of this Programme will be prepared to complete examinations for entry to the Law Society of Ireland and (subject to recognition) the King's Inns.

*For more career development options please see inside front cover

What other options do I have after completion?

Graduates can access postgraduate Programmes in Accounting, Criminology, Economics, Finance, International Business, Business & Entrepreneurship, Marketing, Retail Management, Sustainable Development and Strategic Management within the DIT, and similar opportunities elsewhere in Ireland or internationally.

Are there study abroad options?

Yes. Students can elect to complete Year 3 in one of the Programme's c. 35 international partner universities.

Students may elect to study Year 3 abroad in Austria, Belgium, Denmark, Finland, France, Germany, Italy, Spain, Sweden, Switzerland, The Czech Republic and The Netherlands. Places are also available in Australia, Argentina, Canada, Egypt, Mexico, South Korea and the United States. Scholarships may be available.

GNÓ & BAINISTÍOCHT BUSINESS & MANAGEMENT

BSc Leibhéal 8 / Level 8

LEAVING CERT ENTRY REQUIREMENTS:

Minimum N° of		Minimum Grade in	
Subjects	Honours	Maths	English or Irish
6	3	OC3	OC3

FETAC LEVEL 5 ENTRY REQUIREMENTS:

A FETAC Level 5 entry route to this programme is available.
Please visit www.dit.ie/study/undergraduate/fetac/

What is... Business & Management?

This programme will develop the knowledge and skills - technical, analytical, conceptual, interpersonal and intrapersonal - necessary for a successful business career. Leading edge business thinking is addressed throughout in the context of best contemporary practice.

There is a particular concern to ensure students understand the different dynamics of the modern business world through the use of the most recent and relevant tools in management practice.

To facilitate this, a diverse range of learning experiences are utilised including formal lectures with tutorial support, business case study analysis - including the opportunity to participate in national and international case study competitions - debates, role plays, industry project work, charity events, networking events and in-company internship.

Learning Outcomes:

What will I Study?

The programme comprises a B.Comm. type framework with selection of major decided in Year 3 and has been deliberately structured in this way in recognition of the challenge Leaving Certificate students face in deciding on a specific business career path.

Students have the option of completing a 16-20 week **paid work placement** in Year 3 or of studying abroad in one of the programme's 35 partner universities.

Placement Partners include leading companies in all the key business sectors including Financial Services, Pharmaceutical, Retail, Information and Communications Technologies and Consultancy.

The content and structure of the programme constantly evolves in order to respond to industry requirements and new developments in business and management practice.



What our Students say!

- DT365 is a great programme –the choice of modules is fantastic and having an extra two years to decide on your major really helps ... I wasn't sure what to focus on when I did the Leaving Cert ... now I know Finance is for me.
- The teaching team are really friendly and approachable. They're always happy to meet you after class to answer questions.
- What I like best is the range of assessment methods used ... as well as exams there are presentations, reports, case analyses. AND there is always feedback on how you can improve next time.
- The option of studying abroad in Year 3 (with option of choosing two exchange partners) or of doing a placement is great to have. The issue is deciding which is best. Both are great on your CV.
- It's not just business simulations but real business experiences. For example, setting up and running market stalls and organising charity events is a great way to learn.
- Participating in national and international strategy competitions is a brilliant experience.

Further Information

www.dit.ie/accountingandfinance

School of Accounting & Finance

01 402 7083 (Dr. Eoghan O'Grady)
eoghan.ogrady@dit.ie

COURSE CODE:

DT365

COURSES LENGTH:

4 YEARS

APPROX:

140 PLACES

LOCATIONS

AUNGIER ST

POINTS 2015

445

Module Listing

Year One & Two

Year 1 & 2 modules cover the typical core business and management disciplines and are designed to provide a foundation for more in-depth study in Years 3 and 4. Students take 8 core modules in Year 1 and 7 core modules + 1 optional module (either EU Framework or Finance & Economics) in Year 2.

Year Three & Four

There is a strong core of management and strategy studies with a wide range of options ... allowing students the opportunity to focus on their preferred discipline or to follow a more eclectic choice if they wish. Students take 5 core modules and select 2 out of 8 options in Year 3 and 4 core modules and between 3 and 4 options (depending on module ECTS weighting) out of 19 options.

Students can choose to specialise in one or a combination of six "Paths": Accounting • Enterprise • Human Resource Management • Finance • Marketing • Supply Chain Management

Scholarships

First year students enrolling on this programme who have obtained 500 points or more in their Leaving Certificate, will be awarded a first year entrance scholarship of €2,000 in recognition of their outstanding performance in the Leaving Certificate Examination.

Paid Placement/Internship

Students can avail of a 6 month placement in the 3rd year of the course. The student will have an opportunity to acquire relevant, real world experience in a business setting. Placement partners include leading companies in all the key business sectors.

What are my... Career Opportunities?

Graduates of the programme will have an exciting variety of career options in general management and its specialised management functions. Research with current students and analysis of graduate placement data identify career paths are in the following areas:

Accounting & Finance, Financial Services including in Banking, Money Markets and the Stock Exchange, HRM, Enterprise including the option of starting one's own business, Logistics and Supply Chain Management, Management, Management Consultancy and Marketing.

DT365 is recognised and accredited by the Association of Chartered Certified Accountants (ACCA), the Chartered Accountants Ireland (CAI), the Chartered Institute of Management Accountants (CIMA), the Institute of Chartered Secretaries and Administrators (ICSA), the Irish Taxation Institute (ITI) and the Teaching Council of Ireland (TCI). The latter recognition qualifies graduates for entry onto PME (Professional Master of Education) courses and subsequent careers in the teaching profession.

*For more career development options please see inside front cover

What other options do I have after completion?

Graduates who have attained the required honours standard are eligible for postgraduate study in all third level institutions in and outside Ireland. Popular Masters disciplines include Accounting, Education, Finance, HRM, International Business, Management Consultancy, Public Relations and Strategic Management.

Are there study abroad options?

Students may elect to study Year 3 abroad in Austria, Belgium, Denmark, Finland, France, Germany, Italy, Spain, Sweden, Switzerland, The Czech Republic and The Netherlands. Places are also available in Australia, Argentina, Canada, Egypt, Mexico, South Korea and the United States.

Typically c. 20-25% of students choose to study abroad. Allocation of places is based on module results.

You might also be INTERESTED IN:

- Business Studies - DT315 Pg 120
- Business Management - DT324 Pg 118
- Marketing - DT303 Pg 122
- Retail Management & Marketing - DT360 Pg 124

RÍOMHAIREACHT GHNÓ BUSINESS COMPUTING

BSc Leibhéal 8 / Level 8

LEAVING CERT ENTRY REQUIREMENTS:

Minimum N° of		Minimum Grade in		Other Requirements
Subjects	Honours	Maths	English or Irish	
6	2	OD3	OD3	Note: Maths requirement for 2017 will be OC3

FETAC LEVEL 5 ENTRY REQUIREMENTS:

A FETAC Level 5 entry route to this programme is available. Please visit www.dit.ie/study/undergraduate/fetac/

What is... Business Computing?

The programme combines computer studies, particularly software development with business modules. The computing part of the programme comprises 70% of the content and is studied from a business perspective rather than a purely technical perspective. The objective is to develop a skilled IT professional with strong software and related skills and a good knowledge of how businesses function.

Learning Outcomes:

What will I Study?

Graduates of this programme will have a combination of technical, business and interpersonal skills that are generally understood as being important to industry, and are in constant demand by employers. The technical skills include a high level of proficiency in Object-Oriented Software Development through Java and Ruby. Interpersonal Skills, Communication Skills, Project Management and Work Placement all develop the individual's personal effectiveness in the workplace while Business and Information Systems topics provide a framework for workplace effectiveness.



What our students say!

- This mixed degree in Business Computing allows for technical and business skills to be developed and strengthened. This is the unique selling point for students of this course as it gives these students an advantage to sole business students or sole technology focused students as we can bring the technical skills with business solutions. Team Work and Communication skills are continually assessed which developed my skills and improved my confidence. These skills are required for all jobs so it is an essential skill which is developed on this course. Finally, the placement allows for real experience to be gained prior to finishing college. Overall, I would highly recommend this course as it creates a window of opportunities by have both business and technology skills in a growing IT sector."



Further Information

www.dit.ie/management

School of Management

01 402 7106 (Dr. Hugh O'Donnell, Head of Dept)
DT354-info@dit.ie

COURSE CODE:

DT354

COURSES LENGTH:

4 YEARS

APPROX:

40 PLACES

LOCATIONS

AUNGIER ST

POINTS 2015

380

Module Listing

Year One

Financial Accounting • Intro to Computing & Multimedia • Management • Networks • Object Oriented Software Development • Problem Solving and Software Design • Quantitative Methods • Sales & Marketing • Statistics

Year Two

Algorithms & Data Structures • Databases • Finance • Management Accounting • Object Oriented Software Development • Organisational Behaviour • Supply Chain Management • Supply Chain Methods • Statistics

Year Three

Business Modelling • Communication & Teamwork • Dynamic Programming Languages • Enterprise Database Systems • Management of Information Systems • Project Management • Web Development • Work Placement / Erasmus Exchange

Year Four

Distributed Systems • Mobile Application Development • Software Patterns • Software Quality Assurance • Strategic Information Systems • Strategic Management • Final Year Project

Scholarships

First year students enrolling on this programme who have obtained 500 points or more in their Leaving Certificate, will be awarded a first year entrance scholarship of €2,000 in recognition of their outstanding performance in the Leaving Certificate Examination.

Placement/Internship

Students can avail of a 6 month placement in the 3rd year of the course. The student will have an opportunity to acquire relevant, real world experience in a business setting. Placement partners include leading companies in all the key business sectors. This placement is usually paid.

You might also be INTERESTED IN:

- Computer Science - DT228 Pg 208
- Computer Science (International) - DT282 Pg 212
- Cooperation Science (Infrastructure) - DT211 Pg 210
- Computer & Communications Engineering - DT081 Pg 136
- Networking Technologies - DT080 Pg 190

What are my... Career Opportunities?

The BSc Business Computing opens up a wide range of career opportunities in software or more general IT roles. These in turn can lead to career opportunities in IT or more general project management as well as a wide range of technical roles. Career possibilities include, but are not limited to the following:

- Chief information Officer
- IT Manager
- Business Development Manager
- IT Architect
- Information Systems Consultant
- Business Process Analyst

*For more career development options please see inside front cover

What other options do I have after completion?

Students who have reached the appropriate level can access a wide range of Postgraduate courses in DIT and elsewhere. Graduates have registered on business as well as technical Masters Degrees, highlighting the dual career paths available.

Are there study abroad options?

Students are encouraged to take one semester abroad in year 3 as part of DIT's extensive international exchange programme.

EACNAMAÍOCHT & AIRGEADAS ECONOMICS & FINANCE

BSc Leibhéal 8 / Level 8

LEAVING CERT ENTRY REQUIREMENTS:

Minimum N° of		Minimum Grade in	
Subjects	Honours	Maths	English or Irish
6	2	OC3	OC3

FETAC LEVEL 5 ENTRY REQUIREMENTS:

A FETAC Level 5 entry route to this programme is available.
Please visit www.dit.ie/study/undergraduate/fetac/

What is... Economics & Finance?

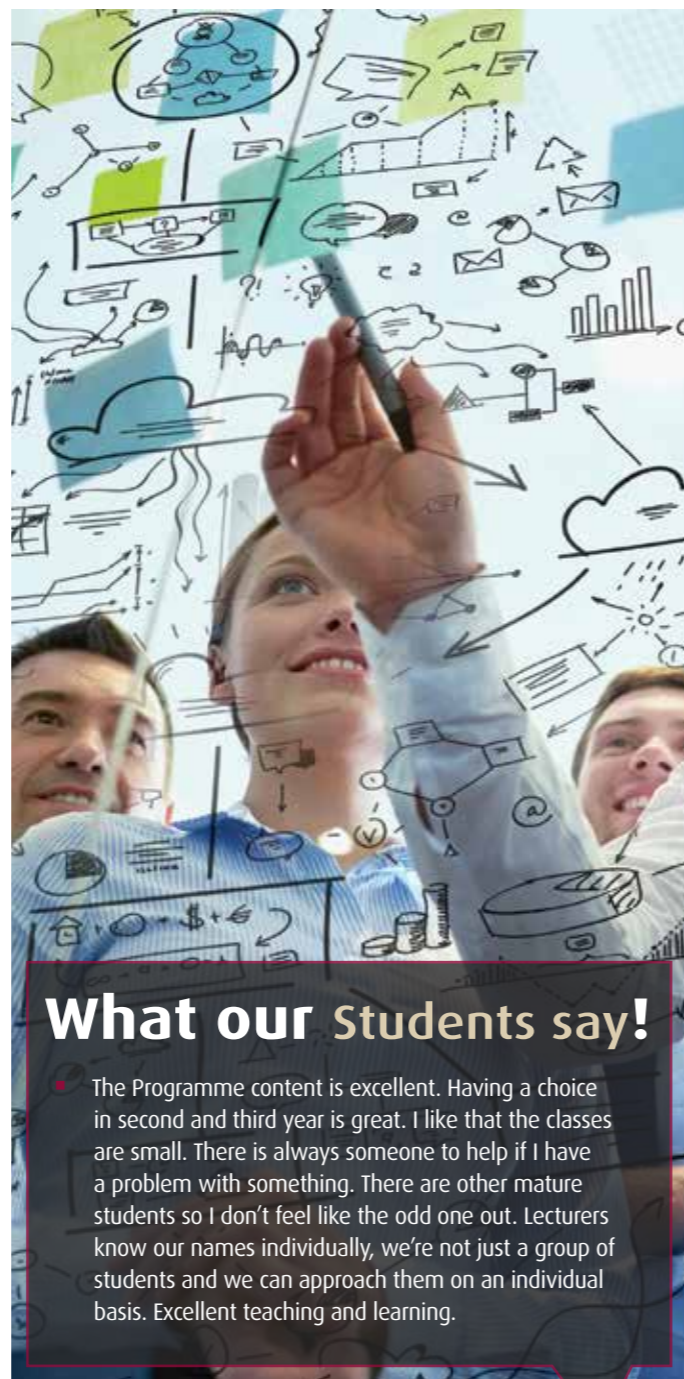
Economists study how people make choices in life and the consequences of their decisions. This means that they are concerned with consumers, workers, industry, commerce and government at the level of the individual and the market (micro-economics) and the national economy (macroeconomics). The focus of this degree is to analyse how these and other factors influence the goods and services an economy produces, the resources it uses in production, and the distribution of its output. Economics also focuses on contemporary issues such as the globalisation of world markets, international monetary systems, privatisation of industry and the management of the economy.

Learning Outcomes:

What will I Study?

The modules on this programme have been carefully chosen to expose you, the prospective student, to a wide range of cutting edge knowledge in the area of economics and finance while giving you a solid grounding in the fundamentals of economic thought that you will be able to apply to new events in the economy both in Ireland and internationally for many years to come. This is complemented by a focus on financial services understanding not only the internal issues within an organisation but also the external pressures and opportunities that firms deal with on a regular basis.

The programme deliberately has a strong core in both Economics and Finance demonstrating the inter linkages between the topics and how economic thought has shaped the discipline of Finance while current financial market behaviour provides food for thought for economic theory. The programme allows you to develop your own interests in the final year through the availability of a wide range of options and also the opportunity to work on an interesting real research issue. A range of experienced and dedicated resources are available to you as you make these important choices. This degree programme develops analytical abilities and financial knowledge as well as key skills and competencies in team working, independent research and critical analysis by use of a variety of learning approaches which include case studies, presentations, group work and projects as well as the more formal lectures with tutorial support.



What our Students say!

- The Programme content is excellent. Having a choice in second and third year is great. I like that the classes are small. There is always someone to help if I have a problem with something. There are other mature students so I don't feel like the odd one out. Lecturers know our names individually, we're not just a group of students and we can approach them on an individual basis. Excellent teaching and learning.

Further Information

www.dit.ie/accountingandfinance

School of Accounting & Finance

01 402 3027 (Marie O'Flynn)
marie.oflynn@dit.ie

COURSE CODE:

DT399

COURSES LENGTH:

3/4 YEARS

APPROX:

25 PLACES

LOCATIONS

AUNGIER ST

POINTS 2015

440

Module Listing

Year One

Accounting • Business Finance • Business Law • Communications • Economics • Mathematics for Economics & Finance • Statistics for Economics & Finance • Information Systems for Economics & Finance

Year Two

Business Finance • Economics of Strategy • Economy of Ireland • Financial Markets & Analysis • Macroeconomics • Mathematics for Economics & Finance • Microeconomics.
Options (one per semester): Business Information Systems • EU Framework • International Trade & Globalisation • Managing the Organisation

Year Three

Optional Year Abroad

Year Four

Corporate Finance • Financial Econometrics • International Finance & Monetary Economics • Research Project. **Options:** Derivatives • Economics of Emerging Economies • Financial Institutions & Services • Game Theory • Governance, Regulation and Ethics • Labour Economics • Portfolio Management • Public Economics • Strategic Management

Scholarships

First year students enrolling on this programme who have obtained 500 points or more in their Leaving Certificate, will be awarded a first year entrance scholarship of €2,000 in recognition of their outstanding performance in the Leaving Certificate Examination.

What are my... Career Opportunities?

Typical graduates go on to work in such areas as investment banking, financial services, money markets, commercial banking, journalism, economic analysis, policy analysis, public/private sector economic research units or continue in academia to research further topics of interest to them. Given the continuing central importance of the Financial Services Sector to the Irish Economy, there is clear demand for high quality graduates with numeracy, analytic and practical skills in Economics and Finance.

*For more career development options please see inside front cover

What other options do I have after completion?

Graduates can access postgraduate Programmes in Accounting, Economics, Finance, International Banking and Finance, International Business, Business & Entrepreneurship, Marketing, Sustainable Development and Strategic Management within DIT, and similar opportunities elsewhere in Ireland or internationally.

Are there study abroad options?

Yes. Students may opt to spend year 3 studying abroad in locations such as the United States, Canada, Australia or Northern Europe, through English. Students who avail of this opportunity will complete their degree over a four year period and on successful completion of all four years be awarded the BSc (Hons) Economics and Finance (International).

You might also be INTERESTED IN:

- Accounting & Finance - DT366 Pg 92
- Business Studies - DT315 Pg 120

BAINISTÍOCHT ACMHAINNÍ DAONNA

HUMAN RESOURCE MANAGEMENT

BSc Leibhéal 8 / Level 8

LEAVING CERT ENTRY REQUIREMENTS:

Minimum N° of		Minimum Grade in	
Subjects	Honours	Maths	English or Irish
6	2	OD3	OD3

FETAC LEVEL 5 ENTRY REQUIREMENTS:

A FETAC Level 5 entry route to this programme is available. Please visit www.dit.ie/study/undergraduate/fetac/

What is... Human Resource Management?

This four year, full time programme is designed to develop a HRM graduate with the knowledge, competencies and skills necessary to function effectively as a HRM professional in a business environment. The scope of the programme covers the breadth and depth of the HR profession, from small to large organisations in the private, public, and not for profit sectors; from the fundamental to sophisticated, and local to global. The programme, accredited by the CIPD, is designed to take account of the key professional areas for the HRM professional, as outlined by the Chartered Institute of Personnel and Development.

Learning Outcomes:

What will I Study?

This programme seeks to:

- Introduce the student to the subjects of Human Resource Management and related business management modules
- Develop in students an ability to apply Human Resource Management processes and functions to real Human Resource Management situations as well as general business operations issues
- Introduce students to the basic concepts and functional areas of Human Resource Management and to place these in the overall context of the competitiveness of the organisation
- Develop a high level of professional competence and skill in the Human Resource Management areas equal to that expected of competent business professionals
- Facilitate the student's ability to transfer acquired knowledge and skill to work situations
- Raise the student's knowledge and competence in Human Resource Management to the level of strategic decision making



What our students say!

- "As a third year student I am really enjoying DIT's HRM course, with lecturers who are approachable and willing to help in any way they can. We covered a wide range of subjects over the three years, all of which come into perspective when on placement in semester two of third year. Being on placement for fifteen weeks offers us students an invaluable opportunity to gain an insight into the career we will have. It is daunting at first but I can honestly say it has been a fantastic time and will benefit both future studies and careers. It allows us gain hands on experience in lots of areas such as Industrial relations, Recruitment, Employment Law and the general running of a HR office. Placement offers lots of learning and networking opportunities. The past three years I have spent studying in DIT have been a really positive experience."

Further Information

www.dit.ie/management

School of Management

- ☎ 01 402 3240 (Margaret Farrell, Head of Department)
- ☎ 01 402 3031 (Aideen O'Byrne, School Administrator)

- ✉ margaret.farrell@dit.ie
- ✉ aideen.obyrne@dit.ie

COURSE CODE:

DT398

COURSES LENGTH:

4 YEARS

APPROX:

50 PLACES

LOCATIONS

AUNGIER ST

POINTS 2015

385

Module Listing

Year One

Communications & Professional Skills • Contemporary Issues in Management • Health & Safety • Introduction to Human Resource Management • Introduction to Industrial Relations • Micro Economics for HRM • Marketing • Principles of Management • Quantitative Analysis & Excel • The Human Resource Management Legal Framework

Year Two

Organisational Behavioural • Employment Law • Employee Resourcing • Financial Accounting • Learning & Development • Management Accounting • Macro Economics for HRM • Database Management for HRM. **Options - choose two from:** EU Frameworks or Procurement Management • International Business Management or Operations Management

Year Three

Employer Reward • Ethics & Corporate Governance • Organisational Change • Organisational Communications & Teamwork • Business Analytics & IT for HRM. **Options - choose one from:** Finance • Partnerships & Outsourcing • Quality Management & Process Improvement
Semester 2: Work Placement or Study Abroad option (Erasmus)

Year Four

HRM: Contemporary Issues & Practice-Based Cases • Employee Relations • International Human Resource Management • Managing Cultural Diversity • Performance Management • Project Management • Strategic Management • Individual Project

NOTE: Programme content & modules may be subject to change.

Scholarships

First year students enrolling on this programme who have obtained 500 points or more in their Leaving Certificate, will be awarded a first year entrance scholarship of €2,000 in recognition of their outstanding performance in the Leaving Certificate Examination.

What are my... Career Opportunities?

Human Resource Management is a challenging and dynamic area of management which offers significant career opportunities. Graduates from the BSc Human Resource Management Programme have career opportunities with national and international organisations across the public and private sector including HR Consultant/Manager, Personnel Recruiter, Project Manager, Training & Development, Employee Relations etc.

*For more career development options please see inside front cover

What other options do I have after completion?

Students who successfully complete this programme, and reach the appropriate honours standard, are eligible to progress to postgraduate level studies in a wide range of Masters Degrees in DIT and elsewhere in Higher Education. For example in DIT they many progress onto the CIPD accredited Masters in Human Resource Management.

Are there study abroad options?

For semester two of third year, students can select one of the following:

- Study in one of the College's partner Universities in Europe, where modules are delivered in the English language. Students take suitable modules from the courses on offer in that partner institution and sit examinations and other assessments there.
- A four to six-month period of structured work placement in an organisation, across a broad variety of sectors. Students will have the opportunity to experience, in an appropriate business setting, the application of many of the HRM and business concepts, methodologies and issues they have studied on the programme.

Placement/Internship

Students can avail of a 6 month placement in the 3rd year of the course. The student will have an opportunity to acquire relevant, real world experience in a business setting. Placement partners include leading companies in all the key business sectors. This placement is usually paid.

You might also be INTERESTED IN:

- Business & Management - DT365 Pg 98

GNÓ IDIRNÁISIÚNTA & TEANGACHA (SÍNIS) INTERNATIONAL BUSINESS & LANGUAGES (CHINESE)

BA Leibhéal 8 / Level 8

LEAVING CERT ENTRY REQUIREMENTS:

Minimum N° of		Minimum Grade in	
Subjects	Honours	Maths	English or Irish
6	2	OD3	OD3

FETAC LEVEL 5 ENTRY REQUIREMENTS:

A FETAC Level 5 entry route to this programme is available.
Please visit www.dit.ie/study/undergraduate/fetac/

What is... Chinese & International Business?

As China emerges as a superpower in the world of international trade, it is increasingly important for Ireland to have home-grown graduates with a high command of Chinese and a sound knowledge of Chinese culture and business. The honours degree in Chinese & International Business will provide graduates with the language and business skills either to work in China or to work with organisations that do business with China. 50% of the programme is devoted to Mandarin Chinese and 50% to business subjects.

Learning Outcomes:

What will I Study?

The programme is shared equally between the School of Languages and the School of Marketing at the DIT. This means you will benefit from the international reputation, experience and knowledge of both schools, study Chinese and also have a broad level of exposure to the world of international business. You take up Chinese at beginner's level and study it intensively, spending 11 class hours per week learning the language and understanding the culture. This will enable you to achieve the standard of language competence necessary to spend Year 3 in China. Placing you in a total immersion situation gives you the best possible opportunity to attain a high level of fluency in the language and prepares you to communicate proficiently in a Chinese business environment. You will also take a full range of business subjects which will equip you to embark on a career in international business. On graduation, you will be able to find employment in a variety of businesses using your language skills.



What our students say!

- Just a short note to say thank you very much for this year. Thank you for pushing us so hard, I never thought I'd be able to read and write in Chinese, it really is a dream come true. There were difficult times but thank you for everything, you are a great teacher.

Further Information

www.dit.ie/schooloflanguages

School of Languages

01 402 2843/4673
01 402 4987

Languages@dit.ie

COURSE CODE:

DT565

COURSES LENGTH:

4 YEARS

APPROX:

15 PLACES

LOCATIONS

AUNGIER ST
KEVIN ST

POINTS 2015

360

Module Listing

Year One

Chinese Levels 1 - 4 • Chinese Cultural Studies 1: Oral Communication • Chinese Cultural Studies 2: Chinese History
Business Modules: Marketing Theory • Principles of Economics • Principles of Business • Communication/ Research Methodology • Accounting 1

Year Two

Chinese Levels 5 - 8 • Chinese Cultural Studies 3: Geography and Economy • Chinese Level 9
Business Modules: Principles of Management • International Trade & Globalisation • Introduction to Logistics & Supply Chain • Consumer Behaviour • International Corporate Finance.

Year Three

Spent in Partner University abroad in country of student's major language

Year Four

Chinese Cultural Studies • Oral Chinese • Written Chinese
Business Modules: International Marketing • International Political Economy • Regulatory Framework • Current issues in International Management

What are my... Career Opportunities?

In view of the increasing globalisation of world markets and the commercial and trading importance of China, it is essential that students develop the linguistic, cultural, critical thinking and business skills required. Students who successfully complete the programme will be equipped to play a key role in companies and organisations seeking out new markets and/or expanding within them. Graduates will be equally well suited to the demands of all business organisations from small and medium-sized enterprises to multinational concerns.

*For more career development options please see inside front cover

What other options do I have after completion?

Students who have reached the appropriate honours standards may have access to a range of Masters Degrees in DIT and elsewhere in Higher Education.

Are there study abroad options?

The 3rd year of the programme is spent at a partner university in Asia (China or Taiwan).



You might also be INTERESTED IN:

- International Business & Languages (French - DT555, German - DT556, Spanish - DT557, Italian - DT564) **Pgs 108 & 110**
- Languages & International Tourism (French - DT518, German - DT519, Spanish - DT520) **Pg 48**
- English Studies & Languages - DT517 **Pg 24**

GNÓ IDIRNÁISIÚNTA & TEANGACHA (FRAINCIS/GEARMÁINIS/SPÁINNIS) INTERNATIONAL BUSINESS & LANGUAGES (FRENCH/GERMAN/SPANISH)

BA Leibhéal 8 / Level 8

LEAVING CERT ENTRY REQUIREMENTS:

Minimum N° of		Minimum Grade in		Other Requirements
Subjects	Honours	Maths	English or Irish	
6	2	OD3	OD3	A minimum HC3 in French is required for DT555 - International Business & Languages (French).

FETAC LEVEL 5 ENTRY REQUIREMENTS:

A FETAC Level 5 entry route to this programme is available. Please visit www.dit.ie/study/undergraduate/fetac/

What is... International Business & Languages?

Competence in languages has an important role to play in Ireland's ability to trade with other countries. Fluency in French, German and Spanish are all vital to the success of businesses dealing with the regions in which those languages are spoken. The programme is evenly divided between languages - French, German or Spanish - and business subjects.

The key characteristics of this degree programme are the emphasis on language acquisition, the acquisition of business expertise, and the third year abroad spent studying at a partner institution in a country of the student's major language.

What our Students say!

- I think IBL is an excellent programme that combines two very important disciplines needed in today's globalised world: the ability to speak languages and an understanding of a great variety of business subjects. I like the way business subjects, such as Marketing, Management and Finance, are all interconnected throughout the course so that you often learn something in one subject and can instantly relate it to something you learnt in a different subject. That makes it more interesting and easier to understand. I also like that DIT is not anonymous and everybody knows everybody. Classes are relatively small compared to big universities. Small classes make interaction in class easy. Whenever I feel I haven't understood something, I can ask the lecturer and they are always willing to explain. As for the language side of the course, I am really glad that we are taught the language in a practical way and focusing on various aspects of culture. I particularly enjoy writing out dialogues and doing in-class presentations. Two years ago, I started as a complete beginner and now I feel so confident in the language that I cannot wait to go on Erasmus next year!

Learning Outcomes:

What will I Study?

The programme is shared equally between the School of Languages and the School of Marketing at the DIT. You will benefit from the international reputation, experience and knowledge of both schools. You will study the full range of business modules required to gain an in-depth understanding of the international business environment. You will also study the language(s) of your choice and acquire the language skills necessary to work in a variety of multilingual and multicultural environments. The focus is on expansion and consolidation of your language expertise, both oral and written, in a professional context.

French is only offered to students who have obtained a minimum grade of HC3 in the Leaving Certificate or equivalent.

For German and Spanish, application is by language irrespective of level, as students are streamed on intake. Those who take German or Spanish at beginner's level study it intensively (9 class contact hours per week). This will enable students to achieve the standard of language competence necessary to spend year 3 abroad and go on to find employment in a variety of businesses using their language skills. Students also take the full range of business subjects.

Students who take the language at Leaving Certificate Higher Level have the opportunity to also study a minor language at beginner's level. The minor language options currently on offer (subject to minimum numbers) are German, Italian, French or Spanish. Alternatively, students can opt for a suite of cultural modules or literature modules (subject to numbers).

COURSE CODE:

DT555/556/557

COURSES LENGTH:
4 YEARS

APPROX:
20 PLACES
15 PLACES
35 PLACES

LOCATIONS
AUNGIER ST
KEVIN ST

POINTS 2015
440/405/415

Module Listing

Year One

Language Modules Advanced Stream: Culture & Society • Communication **Options:** Minor Language OR Introduction to Literature OR Introduction to Cultural Image, Identity & Memory

Language Modules Beginners Intensive Stream: Language in Context 1 • Language in Use 1 • Language Interaction 1

Business Modules: Marketing Theory • Principles of Economics • Principles of Business • Communication/Research Methodology • Accounting 1

Year Two

Language Modules Advanced Stream: Professional Communication & Preparation for the Year Abroad • Translation & Linguistic Proficiency. **Options:** Minor Language OR Literature OR Intercultural Studies & European Myths

Language Modules Beginners Intensive Stream: Language in Context 2 • Language in Use 2 • Language Interaction 2

Business Modules: Principles of Management • International Trade & Globalisation • Introduction to Logistics & Supply Chain • Consumer Behaviour • International Corporate Finance

Year Three

Spent in Partner University abroad in country of student's major language.

Year Four

Language Modules: Language for Business • Translation Studies • Current Affairs. **Options:** Minor Language OR Literature.

Business Modules: International Marketing • International Political Economy • Regulatory Framework • Current issues in International Management

What are my... Career Opportunities?

With the increasing globalisation of world markets and the dependency of the global economy on international trade, it is essential that students develop the linguistic skills, critical thinking skills, and business skills required. Students who successfully complete the programme will be equipped to play a key role in companies and organisations seeking out new markets and/or expanding within them.

Graduates will be equally well suited to the demands of all business organisations from small and medium-sized enterprises to multinational concerns.

*For more career development options please see inside front cover

What other options do I have after completion?

Students who have reached the appropriate honours standards may have access to a range of Masters Degrees in DIT and elsewhere in Higher Education.

Are there study abroad options?

Students are required to spend the third year of the programme in a partner university in the country of their major language.



Further Information

www.dit.ie/schooloflanguages

School of Languages

✉ languages@dit.ie

You might also be INTERESTED IN:

- International Business & Languages (Chinese - DT565, Italian - DT564,) Pgs 106 & 110
- Languages & International Tourism (French - DT518, German - DT519, Spanish - DT520) Pg 48
- English Studies & Languages - DT517 Pg 24

GNÓ IDIRNÁISIÚNTA & TEANGACHA (IODÁILIS) INTERNATIONAL BUSINESS & LANGUAGES (ITALIAN)

BA Leibhéal 8 / Level 8

LEAVING CERT ENTRY REQUIREMENTS:

Minimum N° of		Minimum Grade in	
Subjects	Honours	Maths	English or Irish
6	2	OD3	OD3

FETAC LEVEL 5 ENTRY REQUIREMENTS:

A FETAC Level 5 entry route to this programme is available. Please visit www.dit.ie/study/undergraduate/fetac/

What is... International Business & Languages?

With Ireland and Italy doing ever more business together, the Italian language is becoming increasingly important in Ireland's EU relations, yet there is limited opportunity to study Italian in Ireland. Students who take Italian as their major language on this Degree will therefore have the significant advantage of offering prospective employers fluency in one of Ireland's less studied languages.

The key characteristic of the programme is that 50% is devoted to Italian and 50% to business subjects. The emphasis is on language acquisition and students are given the opportunity to spend the third year in Italy studying at a partner institution.

Learning Outcomes:

What will I Study?

The programme is shared equally between the School of Languages and the School of Marketing at DIT. You will benefit from the international reputation, experience and knowledge of both schools. You will study the full range of business modules required to gain an in-depth understanding of the international business environment and embark on a career in International Business. In Italian, you will acquire the language skills necessary to work in a variety of multilingual and multicultural environments. The focus is on developing, expanding and consolidating your language expertise, both oral and written, in a professional context.

You will take up Italian at beginner's level and study it intensively, having nine class contact hours per week in Italian. This will enable you to achieve the standard of language competence necessary to spend Year 3 in Italy as well as finding employment in a variety of businesses using your language skills.

Italian is taken at Beginner's level. This programme is not designed for native or fluent Italian speakers.



What our Students say!

- Looking back over my four years as an IBL student, I have some brilliant memories and met a lot of great people along the way. I feel that the course really suited me as I was looking for a good blend of business and language subjects, which I got with Spanish, Italian, Management, Corporate Finance and Marketing amongst others. What made the experience more enjoyable was the relationship between the students and lecturers. Due to the small class numbers, you really get to know your lecturers and they always manage to make time for you to help in any way possible. The main highlight for me was undoubtedly the opportunity to spend a year abroad. By immersing yourself in the culture, you really get a good grasp on the language and also develop yourself as a person. It was such an amazing experience and easily the best year of my life. I am delighted to have chosen this course and I am looking to what future opportunities it may bring.

Further Information

www.dit.ie/schooloflanguages

School of Languages

✉ languages@dit.ie

COURSE CODE:

DT564

COURSES LENGTH:

4 YEARS

APPROX:

15 PLACES

LOCATIONS

AUNGIER ST
KEVIN ST

POINTS 2015

345

Module Listing

Year One

Language Modules: Language in Context 1 • Language in Use 1 • Language Interaction 1

Business Modules: Marketing Theory • Principles of Economics • Principles of Business • Communication/ Research Methodology • Accounting 1

Year Two

Language Modules: Language in Context 2 • Language in Use 2 • Language Interaction 2

Business Modules: Principles of Management • International Trade & Globalisation • Introduction to Logistics & Supply Chain • Consumer Behaviour • International Corporate Finance

Year Three

Spent in Partner University in Italy

Year Four

Language Modules: Language for Business • Translation Studies • Current Affairs

Business Modules: International Marketing • International Political Economy • Regulatory Framework • Current issues in International Management

What are my... Career Opportunities?

With the increasing globalisation of world markets and the dependency of the global economy on international trade, it is essential that students develop the linguistic skills, critical thinking skills, and business skills required. Students who successfully complete the programme will be equipped to play a key role in companies and organisations seeking out new markets and/or expanding within them.

Graduates will be equally well suited to the demands of all business organisations from small and medium-sized enterprises to multinational concerns.

*For more career development options please see inside front cover

What other options do I have after completion?

Students who have reached the appropriate honours standards may have access to a range of Masters Degrees in DIT and elsewhere in Higher Education.

Are there study abroad options?

Students spend their third year in a Partner University in Italy.



You might also be INTERESTED IN:

- International Business & Languages (French - DT555, German - DT556, Spanish - DT557, Chinese - DT565) Pgs 106 & 108
- Languages & International Tourism (French - DT518, German - DT519, Spanish - DT520) Pg 48
- English Studies & Languages - DT517 Pg 24

LOIGHISTIC & BAINISTÍOCHT AN tSLABHRA SOLÁTHAIR LOGISTICS & SUPPLY CHAIN MANAGEMENT

BSc Leibhéal 8 / Level 8

LEAVING CERT ENTRY REQUIREMENTS:

Minimum N° of		Minimum Grade in	
Subjects	Honours	Maths	English or Irish
6	2	OD3	OD3

FETAC LEVEL 5 ENTRY REQUIREMENTS:

A FETAC Level 5 entry route to this programme is available.
Please visit www.dit.ie/study/undergraduate/fetac/

What is... Logistics & Supply Chain Management?

The world is changing, with the lifting of trade barriers and advances in technology presenting businesses with many global opportunities. However, sourcing products from the world's best suppliers and the capability to reach new markets creates major logistics and supply chain challenges for companies globally.

As many Irish companies and industries are now buying and selling globally, the effective management of a firm's logistics operations and their Supply Chain is crucial. Business Logistics and Supply Chain Management have been identified by key development agencies as a major issue in maintaining and enhancing the competitiveness of our economy. One of the main bottlenecks currently is the shortage of supply chain management professionals.

Learning Outcomes:

What will I Study?

This Programme is a Business Honours Degree with a major specialisation in Logistics and Supply Chain Management, and consists of three strands: i) Logistics and Supply Chain Management; ii) Business Management, and iii) Information Management. The graduate will be provided with the wide-ranging knowledge and skills necessary to function as an effective professional in a national and international context, and will display a capacity for critical enquiry, capable of working in an environment of persistent change.

In order to win in today's marketplace, companies must continuously improve productivity, whilst lowering costs, and bringing quality products to market quicker than ever before. It is innovative and effective supply chain management that is key to gaining competitive advantage, reducing costs and making firms more profitable.

The programme seeks to:

- Introduce the student to business and management with a focus on the function of the supply chain
- Develop in students an ability to apply supply chain management and business processes and functions to actual logistics and supply chain management scenarios
- Introduce students to the basic concepts and functional areas of supply chain management and to place these in the overall context of the strategy objectives of the organisation
- Develop a high level of technical competence and skill in the logistics, information technology and management areas as required of competent business professionals
- Facilitate the student's ability to transfer acquired knowledge and skill to workplace situations
- Raise the student's knowledge and competence in logistics and supply chain management to the level of strategic decision making

What our Students say!

- After graduating from DIT with a BSc in Logistics and Supply Chain Management, I found that my degree widened the range of jobs I could apply for and got a job straight away as an inventory analyst in Unilever Ireland. I am currently back in DIT undertaking PhD research using simulation and optimisation technologies in supply chain management.
- I can state that the degree has contributed extremely positively to my professional development, firstly in terms of obtaining a position and secondly in my ability to contribute positively to a dynamic and innovative team.
- When I graduated, I started working as a logistics administrator in Independent Express Cargo, where I did my work experience as a part of my degree. Besides giving the specialist knowledge and skills desired by modern companies, the course has the advantage of creating opportunities to establish career links.

Further Information

www.dit.ie/management

School of Management

- ☎ 01 402 3240 (Margaret Farrell, Head of Department)
- ☎ 01 402 3031 (Aideen O'Byrne, School Administrator)

- ✉ margaret.farrell@dit.ie
- ✉ aideen.obyrne@dit.ie

COURSE CODE:

DT358

COURSES LENGTH:

4 YEARS

APPROX:

40 PLACES

LOCATIONS

AUNGIER ST

POINTS 2015

300

Module Listing

Year One

Communications & Professional Skills • Contemporary Issues in Management • Economics • Introduction to Supply Chain Management • Inventory & Forecasting Management • IS Practical & IT Fundamentals • Marketing • Principles of Management • Quantitative Analysis • Transport Systems

Year Two

Commercial & Transport Law • Financial Accounting • Health & Safety • HRM • Information Management & Spreadsheet Modelling • Management Accounting • Management Science • Operations Management • Transport & Distribution Planning • Transport Operations

Year Three

Database Systems • Electronic Business • Project Management • Finance • Marketing Logistics • Procurement Management • Warehouse Design & Management • Work Placement or Study Abroad Option (Erasmus)

Year Four

Business Decision Making or Entrepreneurship • Global Supply Chain Management • Partnership & Outsourcing • Quality Management & Process Improvement • SCM Cases • Strategic Information Systems • Strategic Logistics Management • Strategic Management • Business Process Modelling Simulation & Optimisation • Research Project

NOTE: Programme content & modules may be subject to change.

Scholarships

First year students enrolling on this programme who have obtained 500 points or more in their Leaving Certificate, will be awarded a first year entrance scholarship of €2,000 in recognition of their outstanding performance in the Leaving Certificate Examination.

Placement/Internship

Students can avail of a 6 month placement in the 3rd year of the course. The student will have an opportunity to acquire relevant, real world experience in a business setting. Placement partners include leading companies in all the key business sectors. This placement is usually paid.

You might also be INTERESTED IN:

- Business Studies - DT315 Pg 120
- Business Management - DT324 Pg 118
- Marketing - DT303 Pg 122
- Retail Management & Marketing - DT360 Pg 124

What are my... Career Opportunities?

Career opportunities in logistics and supply chain management continue to grow. Even during downturns in the business cycle, when companies are cutting costs, the demand for able and experienced supply chain managers remains high.

Opportunities in logistics and supply chain management include: Manufacturing, purchasing and procurement; quality management; inventory and materials management; forecasting and planning; business and systems analyst; operations and production management, retail support, transport and logistics, consultancy and research.

*For more career development options please see inside front cover

What other options do I have after completion?

Students who successfully complete this programme, and reach the appropriate honours standard, are eligible to progress to postgraduate level studies in a wide range of Masters Degrees in DIT and elsewhere in Higher Education.

Each year a number of students progress onto further studies through research, undertaking an MPhil or their PhD studies.

Are there study abroad options?

For semester two of third year, students can select one of the following:

- (a) Study in one of the College's partner Universities in Europe, where modules are delivered in the English language. Students take suitable modules from the courses on offer in that partner institution and sit examinations and other assessments there.
- (b) A four to six-month period of structured work placement in an organisation, across a broad variety of sectors. Students will have the opportunity to experience, in an appropriate business setting, the application of many of the Logistics and SCM business concepts, methodologies and issues they have studied on the programme.

MARGAÍOCHT MARKETING

BSc Leibhéal 8 / Level 8

LEAVING CERT ENTRY REQUIREMENTS:

Minimum N° of		Minimum Grade in	
Subjects	Honours	Maths	English or Irish
6	3	OC3	OC3

FETAC LEVEL 5 ENTRY REQUIREMENTS:

A FETAC Level 5 entry route to this programme is available.
Please visit www.dit.ie/study/undergraduate/fetac/

What is...Marketing?

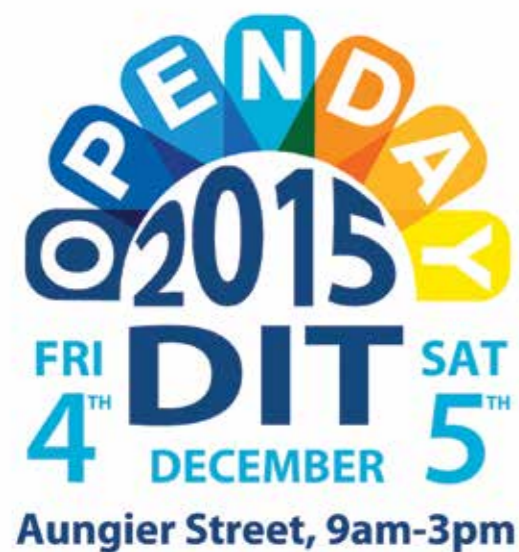
Marketing is the lifeblood of every organisation, big or small. From identifying opportunities and generating insights to developing those products and services to meet the needs of customers and communicating value inside and outside the organisation, the marketing function is crucial in today's global economy.

Learning Outcomes:

What will I Study?

The programme creates graduates with the knowledge, skills and competencies essential to function as high-calibre contemporary marketing professionals, both nationally and internationally.

The graduate will become analytical and insightful with the ability to communicate and articulate a company's vision using digital and traditional marketing communication methods and to design and implement marketing strategies and plans to ensure success.



What our students say!

- I found the BSc. Marketing in DIT to be a fantastic, well rounded programme which exposes you to all important aspects of business and marketing. More importantly, it's a highly regarded qualification within the industry and certainly prepares you well for a job in the 'real world'!
- DIT's Degree readies you for any role in marketing, from research, to advertising, and brand management. The teamwork element prepares you for real life business situations unlike any other course.

Further Information

www.dit.ie/marketing

School of Marketing

01 402 7033 (Roger Sherlock)
01 402 7198

✉ roger.sherlock@dit.ie

COURSE CODE:

DT341

COURSES LENGTH:

4 YEARS

APPROX:

85 PLACES

LOCATIONS

AUNGIER ST

POINTS 2015

410

Module Listing

Year One

Communications • Marketing • Economics • Marketing Information Systems • Quantitative Methods • Social Science Perspectives on Marketing • Accounting • Introduction to PC Environment • Irish Business Environment or French

Year Two

Semester 1: Marketing Management • Communications • Information Systems • Marketing Research • Statistics
Semester 2: International Marketing • Cultural Studies • Management & Strategy • Economics • Managerial Accounting • **Plus 1 Marketing Option**

Year Three

Semester 1: International Study Abroad Programme. Study in a Partner University in USA, Canada, Europe or Asia.
OR Work Placement **OR** the following modules:
Organisation and the Individual • Perspectives on International Marketing • International Political Economy • Marketing Option (not taken previously) • Company-Based Research Project • Strategy Economics
Semester 2: Consumer Behaviour • Financial Analysis • Marketing Analysis • Marketing Communications • Research Methods • Strategic Marketing • Language Option

Year Four

Marketing • Consumer Research • Strategic Management • Marketing Analysis or French • Finance • Research Dissertation

Scholarships

First year students enrolling on this programme who have obtained 500 points or more in their Leaving Certificate, will be awarded a first year entrance scholarship of €2,000 in recognition of their outstanding performance in the Leaving Certificate Examination.

Paid Placement/Internship

Students can avail of a 6 month placement in the 3rd year of the course. The student will have an opportunity to acquire relevant, real world experience in a business setting. Placement partners include leading companies in all the key business sectors.

You might also be INTERESTED IN:

- Business & Management - DT365 Pg 98
- Marketing - DT303 Pg 122

What are my... Career Opportunities?

This Degree programme provides attractive career opportunities in the expanding marketing profession. In addition to roles in General Marketing Management, there is a range of opportunities in areas such as Brand Management, International Marketing, Advertising, Market Research, Digital Marketing, Marketing Promotion, Sales Management and Services Marketing.

*For more career development options please see inside front cover

What other options do I have after completion?

Students who have reached the appropriate honours standard may have access to a wide range of Masters degrees in DIT and elsewhere in Higher Education.

Are there study abroad options?

In Year 3 students can take a semester in a European, US, Canadian or Asian partner university. These include: Ryerson University Toronto, Memorial University Newfoundland, Bishop's University and Concordia University Quebec, Seton Hall University New Jersey, Southern Utah University, Utah, South-East Missouri State University, Florida Atlantic University, University of Canberra, Australia.

BAINISTÍOCHT MHIONDÍOLA & SEIRBHÍSÍ

RETAIL & SERVICES MANAGEMENT

BSc Leibhéal 8 / Level 8

LEAVING CERT ENTRY REQUIREMENTS:

Minimum N° of		Minimum Grade in	
Subjects	Honours	Maths	English or Irish
6	2	OC3	OC3

FETAC LEVEL 5 ENTRY REQUIREMENTS:

A FETAC Level 5 entry route to this programme is available. Please visit www.dit.ie/study/undergraduate/fetac/

What is...Retail & Services Management?

This is a broadly based honours business degree with strong focus on the important retail and service sectors of the economy. The services sector is one of the most complex and dynamic sectors of our economy, driven by globalisation, information and telecommunications technology and increasingly diverse and sophisticated consumers. The retail sector, in particular, represents a fast-moving and rapidly expanding area of opportunity for business graduates where high performers achieve rapid advancement and excellent rewards. This honours degree programme is an ideal foundation for anyone considering a career in the retail or services sectors.

Learning Outcomes:

What will I Study?

The overall aim of this programme is to provide a comprehensive understanding of the principal operational and strategic issues involved in the management of retail & services based enterprises in the context of both national and international business environments. The course seeks to enable students to acquire a comprehensive understanding of the diverse range of business specialties and disciplines affecting both operational and strategic management decisions in retail & services based enterprises.



What our students say!

- Rachel Kingston, Class of 2012. - 'I chose the BSc in Retail and Services Management as my degree because it is a broad based honours degree which touches on every aspect of business. This specifically appealed to me as I was unsure of the specific area of business I wanted to study, when filling out my CAO. My success in work placement has by default resulted in a secured job in Lidl GmbH Ireland as a Sales Operations Manager (also known as an Area Manager) once I finish my studies in June 2012'.
- Oliver Duffy (BSc Retail & Services Management, 2011) - "This programme gives you all the tools and knowledge you need for a career in either the Retail or Services industries. Working in teams from different backgrounds, it really made the four years fly by. The course is really interesting with a good mix of assignments and exams. I would strongly recommend this programme to prospective students. Overall a great learning experience which benefited me both professionally and personally".

Further Information

www.dit.ie/retailandservicesmanagement

School of Retail & Services Management

01 402 7062 (Dr. Edmund O'Callaghan)
01 402 7057 (School Office)

✉ edmund.ocallaghan@dit.ie

COURSE CODE:

DT343

COURSES LENGTH:

4 YEARS

APPROX:

50 PLACES

LOCATIONS

AUNGIER ST

POINTS 2015

330

Module Listing

Students will take both general business modules and specialist retail & service specific modules.

General Modules : Finance • Information Technology • Management • Marketing & Market Research • Law • Economics • Human Resource Management • Entrepreneurial Studies & Communications

Specialist Modules: Retail Management • Retail Analytics • Retail Marketing • Geographical Information Systems • Electronic Business • International Retailing • Retail Consumption • Store Atmospheric • Shopping Centre Management • Category Management • Retail Location Analysis • Retail Buying & Negotiating • Financial Services • Management of Services • Services Management Strategy • Retail Work Placement

Scholarships

First year students enrolling on this programme who have obtained 500 points or more in their Leaving Certificate, will be awarded a first year entrance scholarship of €2,000 in recognition of their outstanding performance in the Leaving Certificate Examination.

Paid Placement/Internship

Students can avail of a 6 month placement in the 3rd year of the course. The student will have an opportunity to acquire relevant, real world experience in a business setting. Placement partners include leading companies in all the key business sectors.

What are my... Career Opportunities?

This programme provides attractive career opportunities in management, marketing & IT within retail or service based organisations, or in organisations supplying these sectors. Previous graduates have been in demand by national and international retailers, financial services organisations such as banks and insurance companies, as well as by supplier organisations within the retail supply chain.

*For more career development options please see inside front cover

What other options do I have after completion?

Students who have reached the appropriate honours standard may have access to a wide range of Masters Degrees in DIT and elsewhere in Higher Education.

Are there study abroad options?

During the second semester of the third year students are offered the opportunity to study in one of the College's partner universities in the European Union or in North America where modules are delivered in the English language.

Students take suitable modules from the courses on offer in the partner institution and sit examinations and other assessments there.

You might also be INTERESTED IN:

- ♦ Business Management - DT324 Pg 118
- ♦ Retail Management & Marketing - DT360 Pg 124

BAINISTÍOCHT GNÓ BUSINESS MANAGEMENT

Ardteastas Leibhéal 6 / Higher Certificate Level 6

LEAVING CERT ENTRY REQUIREMENTS:

Minimum N° of		Minimum Grade in	
Subjects	Honours	Maths	English or Irish
5		OD3	OD3

FETAC LEVEL 5 ENTRY REQUIREMENTS:

A FETAC Level 5 entry route to this programme is available.
Please visit www.dit.ie/study/undergraduate/fetac/

What is... Business Management?

This two-year higher certificate programme introduces students to the fundamentals of business management and familiarises them with the factors at work in managing a modern complex business.

Learning Outcomes:

What will I Study?

This overall objective of this programme is to contribute positively to the professionalism and competency of Irish management at a junior/ trainee level. It aims to provide a programme of education that is theoretically robust and practical in its application to business management. It provides students with an understanding of the principles and practices of business management and related disciplines. It also provides students with an overview of the main functional areas in business enterprises and an understanding of how each element contributes to the overall performance.



Further Information

www.dit.ie/retailandservicesmanagement

School of Retail & Services Management

01 402 7062 (Dr. Edmund O'Callaghan)
01 402 7057 (School Office)

✉ edmund.ocallaghan@dit.ie

COURSE CODE:

DT324

COURSES LENGTH:

2 YEARS

APPROX:

80 PLACES

LOCATIONS

AUNGIER ST

POINTS 2015

350

Module Listing

Year One

Financial Accounting • Information Technology • Management • Marketing • Law • Economics • Enterprise Development • Applied Management • Organisational Behaviour & Communications

Year Two

Financial Accounting • Finance • Management Accounting • Retail Management • Human Resource Management • Project Management • Business Analytics

What are my... Career Opportunities?

It is envisaged that graduates of the programme will enter the job market as junior or trainee managers in any business organisation.

*For more career development options please see inside front cover

What other options do I have after completion?

Students who have reached the appropriate level in final examinations and meet certain subject prerequisites may have the opportunity to access honours degree programmes at the year 2 or 3 level in DIT or elsewhere in Higher Education.

Are there study abroad options?

There are no study abroad opportunities in this two year certificate programme. However, students who progress from this Programme to a Level 8 Honours Degree Programme may have opportunities to study abroad in Europe, the United States and Canada.



You might also be INTERESTED IN:

- Retail & Services Management - DT343 Pg 116
- Retail Management & Marketing- DT360 Pg 124

STAIÉAR GNÓ BUSINESS STUDIES

Ardteastas Leibhéal 6 / Higher Certificate Level 6

LEAVING CERT ENTRY REQUIREMENTS:

Minimum N° of		Minimum Grade in	
Subjects	Honours	Maths	English or Irish
5		OD3	OD3

FETAC LEVEL 5 ENTRY REQUIREMENTS:

A FETAC Level 5 entry route to this programme is available.
Please visit www.dit.ie/study/undergraduate/fetac/

What is... Business Studies?

This programme is designed to provide both a solid grounding in general business and to develop working competencies in key areas such as finance, economics and accounting. There is a wide choice in year 2 of the programme allowing the student to try out different aspects of business before making a decision to specialise.

Learning Outcomes:

What will I Study?

Graduates will be able to demonstrate knowledge and skills in a broad range of business related modules including Accounting, Finance, Management, Marketing and Information Systems. They will be able to apply this knowledge to different environments and industries. Graduates will be employable with good communication and writing skills built into the programme. The pace of a Level 6 programme means that students will gain extensive knowledge of a wide variety of topics and be employable in those areas. Graduates are also prepared for advanced entry to a wide range of Level 8 Programmes in DIT and elsewhere. Through choosing particular modules students start the process of getting accounting exemptions from major bodies such as Chartered Accountants Ireland and ACCA.



What our students say!

- I found the Higher Certificate course to be very appropriate for those who are not quite sure what area of business they would like to choose. It gives a fantastic grounding as a step towards a degree qualification and / or the work environment.
- You get a taste of all fields that you could possibly choose from within DIT, and, after two years it was clear to me that accounting was what I wanted to do. I am now in the Accounting and Finance degree and a lot of the topics I covered in the certificate have helped me in my studies for my Degree.

Further Information

www.dit.ie/accountingandfinance

School of Accounting & Finance

01 402 3027 (Marie O' Flynn)
marie.oflynn@dit.ie

COURSE CODE:

DT315

COURSES LENGTH:

2 YEARS

APPROX:

100 PLACES

LOCATIONS

AUNGIER ST

POINTS 2015

350

Module Listing

Year One

Communication Studies • Economics • Financial Accounting
• Information Technology • Marketing • Principles of Management

Year Two

Core Subjects: Business Finance • Business Law • eBusiness
• Management Accounting • Quantitative Techniques
Elective Subjects: Three to be taken from Business Finance
• Business Taxation • Economics • Financial Accounting •
Human Resources Management • Information Technology
• International Marketing • Marketing Research • Supply
Chain Concepts • Supply Chain Operations

What are my... Career Opportunities?

An excellent grounding in general business will be offered with emphasis on subjects such as Accounting, Finance and Management. While many graduates have gone directly to the workplace in a wide range of business administration settings, the majority of students (80%+) progress on to Level 8 programmes in the College of Business DIT or elsewhere.

*For more career development options please see inside front cover

What other options do I have after completion?

Students who have reached the appropriate level in final examinations and meet certain subject prerequisites have the opportunity to access year 2 or year 3 of Level 8 Honours degree programmes at DIT and elsewhere.

Are there study abroad options?

There are no study abroad opportunities in this two year Higher Certificate Programme. However, students who progress from this Programme to a Level 8 Honours Degree Programme may have opportunities to study abroad in Europe, the United States and Canada etc.



You might also be INTERESTED IN:

- Accounting & Finance - DT366 Pg 92
- Economics & Finance - DT399 Pg 102

MARGAÍOCHT MARKETING

Ardteastas Leibhéal 6 / Higher Certificate Level 6

LEAVING CERT ENTRY REQUIREMENTS:

Minimum N° of		Minimum Grade in	
Subjects	Honours	Maths	English or Irish
5		OD3	OD3

FETAC LEVEL 5 ENTRY REQUIREMENTS:

A FETAC Level 5 entry route to this programme is available.
Please visit www.dit.ie/study/undergraduate/fetac/

What is...Marketing?

Marketing is the lifeblood of every organisation, big or small. From identifying opportunities and generating insights to developing those products and services to meet the needs of customers and communicating value inside and outside the organisation, the marketing function is crucial in today's global economy.

Learning Outcomes:

What will I Study?

This two year programme of study is designed to equip the student with a comprehensive and rigorous grounding in marketing and business. This ensures that the student has the practical skills and knowledge required at junior executive level and prepares the student for further study.



What our students say!

- DIT provides students with the opportunity to study in a friendly, encouraging and fun environment, join clubs ranging from sports to fashion and enjoy student life with your new college friends. So if you want to study marketing, there is only one course for you, marketing at DIT!

Further Information

www.dit.ie/marketing

School of Marketing

01 402 7033 (Roger Sherlock)
01 402 7198

roger.sherlock@dit.ie

COURSE CODE:

DT303

COURSES LENGTH:

2 YEARS

APPROX:

70 PLACES

LOCATIONS

AUNGIER ST

POINTS 2015

330

Module Listing

Year One

Semester 1: Marketing • Marketing Research • Statistics • Behavioural Science • Introduction to Business Finance • Essentials of Communications • Introduction to PC Environment • Business and Society

Semester 2 Options: Choose one: Sales Management • Web Design

Year Two

Semester 1: Marketing Practice • Data Collection & Analysis • Microeconomics • Management Accounting for Marketing • Communications and the Organisation. **Options:** Choose one: Supply Chain Management • Management of ICT

Semester 2: Marketing Planning • Marketing Research Applications • Macroeconomics • International Marketing • Marketing Communications. **Options:** Choose one: Data-Driven Marketing • Business-to-Business Marketing



What are my... Career Opportunities?

This Certificate programme provides attractive career opportunities in the expanding marketing profession. There is a range of opportunities at junior executive level in areas such as Market Research, Marketing, Promotion, Sales Management and Services Marketing and Merchandising.

*For more career development options please see inside front cover

What other options do I have after completion?

Students who reach the appropriate level in final examinations and meet subject prerequisites may have access to honours degree programmes in DIT and elsewhere in Higher Education. Please see below for DIT progression options:

DT341 BSc Marketing year 2/3

DT365 BSc Business & Management year 2/3

DT343 BSc Retail & Services Management year 2/3

Are there study abroad options?

There are no study abroad opportunities in this two year certificate programme. However, students who progress from this Programme to a Level 8 Honours Degree Programme may have opportunities to study abroad in Europe, the United States and Canada.

You might also be INTERESTED IN:

- Marketing - DT341 Pg 114
- Business & Management - DT365 Pg 98
- Retail & Services Management - DT343 Pg 116

BAINISTÍOCHT MHIONDÍOLAÍOCHTA & MARGAÍOCHT RETAIL MANAGEMENT & MARKETING

Ardteastas Leibhéal 6 / Higher Certificate Level 6

LEAVING CERT ENTRY REQUIREMENTS:

Minimum N° of		Minimum Grade in	
Subjects	Honours	Maths	English or Irish
5		OD3	OD3

FETAC LEVEL 5 ENTRY REQUIREMENTS:

A FETAC Level 5 entry route to this programme is available.
Please visit www.dit.ie/study/undergraduate/fetac/

What is...Retail Management & Marketing?

Retailing is one of the most dynamic and sophisticated of business sectors, requiring professional competencies in Retail Operations & Technology, Marketing, Management and Finance. This two-year Higher Certificate Programme introduces students to the factors at work in managing these outwardly straightforward but inwardly complex businesses.

Learning Outcomes:

What will I Study?

This programme provides students with an overview of the main functional areas in businesses and an understanding of how each element contributes to overall business performance. It provides an understanding of the principles and practices of retail management, marketing and related disciplines within an overall business management context, and will ensure that students are familiar with the workings of the 'new digital economy'.



What our Students say!

- Claire Buckley (Student 2012) - 'Retail Management and Marketing is an excellent course. For anyone considering a career in the retail sector, it is a brilliant starting point. Each module is well presented and the course has a great structure. I have gained such a great insight into how retailers operate and how best to serve consumers. This course is ideal for working in any type of store, and can really provide the basis for any job opportunities that may arise for those looking to work in the retail sector and it is a brilliant thing to have on your cv!'

Further Information

www.dit.ie/retailandservicesmanagement

School of Retail & Services Management

01 402 7062 (Dr. Edmund O'Callaghan)
01 402 7057 (School Office)

✉ edmund.ocallaghan@dit.ie

COURSE CODE:

DT360

COURSES LENGTH:

2 YEARS

APPROX:

40 PLACES

LOCATIONS

AUNGIER ST

POINTS 2015

300

Module Listing

Students will take both general business modules and specialist retail specific modules.

General Modules: Financial Accounting • Information Technology • Management • Marketing • Business Law • Economics • Human Resource Management • New Venture Creation & Communications

Specialist Modules: Retail Management • Retail Analytics • Retail Marketing • Applied Retailing • Store Environments • Retail Property Management

What are my... Career Opportunities?

This programme provides an ideal introduction to the management and marketing of retail enterprises where there are excellent career opportunities. It provides a foundation for entry to the job market as trainee managers in retail companies or as marketing trainees within any company - particularly those where knowledge of Supply Chain Operations is beneficial.

*For more career development options please see inside front cover

What other options do I have after completion?

Students who have reached the appropriate level in final examinations and meet certain subject prerequisites may have the opportunity to access honours degree programmes at the Year 2/Year 3 level in DIT and elsewhere in Higher Education.

Are there study abroad options?

There are no study abroad opportunities in this two year certificate programme. However, students who progress from this Programme to a Level 8 Honours Degree Programme may have opportunities to study abroad in Europe, the United States and Canada.



You might also be INTERESTED IN:

- Retail & Services Management - DT343 Pg 116
- Business Management - DT324 Pg 118