

School of Business



www.wit.ie/studyatwit

Department of Accountancy & Economics

Head: Ger Long, MBA, FCA, AITI, ACIM
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Department of Management & Organisation

Head: Joan McDonald, BComm, HDip, ACIS, MA
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Disclaimer
All course titles and information listed are subject to change

BA (Hons) in Accounting

What is Accounting?

Accounting is a stimulating and challenging business function concerned with the collection, analysis and reporting of information to the owners and managers of a business and other interested parties such as lending institutions and Government.

What is the BA (Hons) in Accounting course?

The BA in Accounting is a three year degree course that prepares students mainly for careers in accountancy.

Career Opportunities

Graduates of the BA (Hons) in Accounting may work in business or as trainee accountants or teachers following further study.

To qualify as a professional accountant the graduate may opt to study for the accountancy examinations of one of the main accounting bodies while working in the accounting area. To qualify as a business teacher graduates must complete a Higher Diploma in Education.

PricewaterhouseCoopers Scholarship

The PricewaterhouseCoopers Scholarship is awarded at the end of year one and is based on final examination results and an interview.

Follow on Study

Masters of Business in Accountancy

"I trained with PricewaterhouseCoopers and a partner there is an ex student of WIT and he holds the degree in very, very high regard. From the people I've spoken to, WIT is very well respected"

Currently Colleen is a financial accountant for Connolly's Red Mills, based in Goresbridge in Kilkenny, an Irish company with about €65 - €70 million turnover per year with operations in America, England and Japan. Her job details include monthly financial accounts, helping set up the UK branch, tax, cash flow and treasury management for the company.

Colleen Gabbett
BA (Hons) in Accounting (2001)



COURSE OUTLINE

YEAR ONE	SEMESTER 1
	Basic Financial Accounting Cost Accounting Principles of Microeconomics Introduction to IT Introduction to Management Professional Written Communication
	SEMESTER 2
	Financial Accounting Management Accounting Techniques Microeconomics Statistics and Mathematics Organisational Behaviour HRM in a Work Context
YEAR TWO	SEMESTER 3
	Financial Reporting Man. Acc. Decision Making Accounting Information Systems Introduction to Company Law The Macroeconomic Environment Professional Oral Communication
	SEMESTER 4
	Applied Financial Reporting Man. Acc. Performance Measurement Accounting Information Systems 2 Company Law The Global Economy Financial Services Marketing
YEAR THREE	SEMESTER 5
	Advanced Financial Accounting Business Finance Business Strategy Advanced Business IT Income Tax <i>Choose one of the following electives</i> Auditing Theory Internal Audit Theory Marketing Environment Analysis Applied Critical Thinking
	SEMESTER 6
	Advanced Management Accounting Applied Finance Corporate Strategy Strategic MIS Taxation <i>Choose one of the following for electives</i> Auditing Practice Internal Audit Practice Managing the Marketing Mix Skills for Accounting Professionals

CODE: **WD084** LEVEL: **8**



COURSE FACTS

COURSE TITLE:
BA (Hons) in Accounting
COURSE CODE: WD084
COURSE LEVEL: 8
DURATION: 3 years



COURSE ENTRY

LEAVING CERT:
Total number of different subjects at grade D or better: 6
Total number at higher level grade C or better (Honours): 2

REQUIRED SUBJECTS:
English/Irish: OC3/HD3
Mathematics: OC3/HD3

RECENT ENTRY POINTS:
YEAR: 2005 2006
Min points: 335 325



FOR FURTHER INFORMATION:

COURSE LEADER
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CODE: **WD079** LEVEL: **8**

BA (Hons) in Business Management with Law

[previously know as
BA (Hons) in General &
Corporate Administration]



COURSE FACTS

COURSE TITLE:
BA (Hons) in Business Management with Law

COURSE CODE: WD079

COURSE LEVEL: 8

DURATION: 3 years



COURSE ENTRY

LEAVING CERT:

Total number of different subjects at grade D or better: 6

Total number at higher level grade C or better (Honours): 2

REQUIRED SUBJECTS:

English: OC3/HD3
Mathematics: OC3/HD3

RECENT ENTRY POINTS:

YEAR:	2005	2006
Min points:	305	320

What is the BA (Hons) in Business Management with Law course?

This is a three year course, which prepares students for employment in the corporate administration sector. It involves studying business management, finance and law. Graduates frequently work in senior management positions as chief legal officers in companies, and as advisors to companies on legal, regulatory, and financial matters. Demand for graduates of this course is continually on the increase.

Career Opportunities

Graduates of this course will find work in the following areas:

- Finance
- Accounting
- Company law
- Pension schemes
- Insurance

Alternatively, the graduate may choose the highly specialised area of company secretary. S/he will be the company's chief administrative officer who is required to ensure that the company complies with its legal and (where appropriate) stock exchange responsibilities.

Follow on Study

Masters of Business in Corporate Administration

COURSE OUTLINE

YEAR ONE	SEMESTER 1
	Microeconomics Maths for Administrator Financial Accounting 1 Computer Applications Introduction to Business Law Organisational Behaviour
	SEMESTER 2
	Macroeconomics Statistics for Administrators Basic Financial Accounting Information Technology Business Law Communications
YEAR TWO	SEMESTER 3
	Intermediate Financial Acc Principles of Management HRM Concepts & Practices 1 Corporate Admin Needs Cost Accounting Banking Law
	SEMESTER 4
	Advanced financial accounting Contemporary Management HRM Concepts & Practices 2 Corporate Administration Mgt Decision Making Company Law 1
YEAR THREE	<p>Other topics of study are: Financial management, management information system, Company secretarial practice, Taxation, Company law and Strategic management.</p>



FOR FURTHER INFORMATION:

COURSE LEADER
Michael O'Halloran, BComm
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"There are big companies around Dublin who would try and recruit WIT graduates each year and that's based on the quality of the course"

Brendan is currently manager in the Company Secretary's Department of PricewaterhouseCoopers with a portfolio of clients ranging from small companies to PLCs. Brendan advises his clients of their statutory obligations and also attends AGMs for his clients throughout the year and occasionally conducts Poll at AGMs.

Recalling the BA course he completed at the WIT School of Business, Brendan is an advocate of the course design, with particular emphasis on how each module is geared towards the resulting career options. He cites the example of the ICSA exams, where he received 13 exemptions out of 18 exams verifying how the course was really geared toward the ICSA exams. He also pointed out the relevancy of the exams and how the theory learned in the WIT School of Business really applies when you go out to work.

Brendan O'Connor
BA in Corporate & General Administration (2001)

BA (Hons) in Finance & Investment

Course Description

The BA (Hons) in Finance and Investment is a three-year full time academic degree programme dedicated to the development of successful finance managers. The programme aims to develop the financial skills of its students through a course of analytical, numerical and financial modules as well as placing a significant emphasis on communication skills and teamwork, which are skills vital to the development of good financial managers.

Career Opportunities

One of the most important challenges for the continued success of the financial services sector outlined in the 2004 IDA report is the required development of specialisation in some areas of financial services, for example, risk management, treasury management and derivatives, mathematical and analytical skills. From research carried out by the IDA it is considered that there is currently a shortage of these specialist skills available and in order to ensure continued success in the industry it is considered imperative that Ireland builds its pool of mathematically literate skill sets as they will be a key enabler to a successful high value financial centre.

Follow on Study

Masters of Business in Economics & Finance

"My degree definitely has helped me, anything to do with accounting and finance will always stand to you, and allied to the communication and business skills that the School of Business teaches, you have all you need"

Upon graduation, Eimear returned to AIB Corporate Operations to work full-time where she manages a team of 12, having completed a 6 month work placement with them, organised through the WIT School of Business. Eimear mentions that this is not uncommon and highlights one of the best aspects of the Business School - their ties with the industry and the high regard that is placed on graduates of the course.

On listing the attributes that distinguish the WIT School of Business, Eimear points to a close-knit environment where it's very easy to make friends and when it comes to exam time you get a lot more attention than is generally available at the bigger colleges.



Eimear O'Meara
Degree in Financial
Services (2004)

COURSE OUTLINE		
YEAR ONE	SEMESTER 1	Introduction to Statistics Basic Financial Accounting Principles of Microeconomics Principles of Macroeconomics IT Skills 1 Professional Written Communications
	SEMESTER 2	Financial Accounting Microeconomics Macroeconomics Business and Financial Mathematics IT Skills 2 Business Finance
YEAR TWO	SEMESTER 3	Income Taxation Applied Finance Quantitative Techniques Principles of Management Introduction to Business Law Financial Reporting
	SEMESTER 4	Taxation Capital Markets Open Economy Macroeconomics Investments Business Ethics in a Global Society Professional Oral Communications
YEAR THREE	SEMESTER 5	Business Research Methods Introductory Econometrics Financial Information Analysis Financial Economics Financial Regulation Marketing for Finance Professionals
	SEMESTER 6	Research Project Corporate Strategy Financial Derivatives Financial Modelling Project Management



CODE: **WD160** LEVEL: **8**

COURSE FACTS

COURSE TITLE:
BA (Hons) in Finance and Investment

COURSE CODE: WD160

COURSE LEVEL: 8

DURATION: 3 years

COURSE ENTRY

LEAVING CERT:
Total number of subjects at grade D or better: 6

Number of subjects at higher level grade C or better: 2

REQUIRED SUBJECTS:
English: OC3/HD3
Mathematics: OC3/HD3

FOR FURTHER INFORMATION:

COURSE LEADER
Clare Kearney, BSc (Mgmt), FCA
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CODE: **WD003** LEVEL: **6**

COURSE FACTS

COURSE TITLE:
Higher Certificate in Business Studies

COURSE CODE: WD003

COURSE LEVEL: 6

DURATION: 2 years

COURSE ENTRY

LEAVING CERT:

Total number of different subjects at grade D or better: 5

REQUIRED SUBJECTS:

English: OD3/HD3

Mathematics: OD3/HD3

RECENT ENTRY POINTS:

YEAR: 2005 2006

Min points: 240 230

FOR FURTHER INFORMATION:

COURSE LEADER

Mr Pat Ryan, BA (Mod), M Econ Sc

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Higher Certificate in Business Studies

What is Business Studies?

The term 'Business Studies' represents a wide range of business-related subjects including Accounting, Economics, Management, Marketing and Human Resource Management. A course in Business Studies provides students with the essential skills and practical knowledge required to facilitate success in any business situation.

What is the Higher Certificate in Business Studies?

The Higher Certificate in Business Studies is a flexible two-year course culminating in a widely recognised and highly regarded qualification. On successful completion of this programme students will have gained relevant business skills that they can apply and they will have deepened their understanding of how business operates.

Career Opportunities

Graduates of the Higher Certificate in Business Studies will find work in

- trainee management
- junior management in any of the main business functions and across all industry and services sectors
- The qualification also allows students to progress to other academic courses

Follow on Study

Graduates with a Higher Certificate in Business Studies can transfer into all Degree programmes in the School of Business at WIT.

"I recall with great fondness my HCBS days. Indeed, my time as an undergrad at WIT was without doubt a brilliant experience both from a social and academic perspective. I learnt so much. The practicality and relevance of the course material meant that when I went out into the work force, I could apply what I had learnt in a real setting. The support and encouragement I got from the lecturers was unbelievable. They really want you to succeed and they take an active interest in your career. "

Having worked for a number of years in industry, Pat returned to academia and in 2006 completed his PhD. He is currently a lecturer in the School of Business at WIT.

I think it is important for any school leaver to give considerable thought to where they go to study. The adage of 'location, location, location' is an adept one. You must pick a college that will support and encourage your studies and allow you to maximise your potential to the fullest. I honestly believe that for those school leavers contemplating business, there is no other third level with a better reputation than WIT. A WIT business degree is well earned and most importantly - it is well-respected by employers.

Pat Lynch
Higher Cert in Business Studies (1992)

COURSE OUTLINE

YEAR ONE	SEMESTER 1
	Statistics
	Professional Written Communication Management
	Introduction to Microeconomics
	Business IT
	Fundamentals of Accounting
SEMESTER 2	Mathematics
	Professional Oral Communication
	Organisational Behaviour
	Introduction to Microeconomics
	Information Technology
	Accounts Analysis
YEAR TWO	SEMESTER 3
	Fundamentals of Marketing
	Managing Human Resources 1
	Introduction to Business Law
	Management Accounting 1
	Microeconomics for Business
	Applied Business IT
SEMESTER 4	Marketing Mix Decisions
	Managing Human Resources 2
	Business Law
	Management Accounting 2
	Macroeconomics for Business Enterprise



Bachelor of Business

Course Description

The Bachelor of Business is a three year ab initio degree that provides students with specialised knowledge across a wide range of business areas. The degree focuses on developing student knowledge in critical areas of business studies in conjunction with developing interpersonal and communication skills that are necessary in today's business environment. Students who graduate with a Bachelor of Business degree will have a range of skills and competencies that will allow them to make a meaningful contribution in the workplace.

Career Opportunities

Graduates of the Bachelor of Business will find work in

- trainee management
- junior management in any of the main business functions and across all industry and services sectors
- The qualification also allows students to progress to other academic courses

Follow on Study

Honours degree programmes within the School of Business, in particular the Bachelor of Business Studies (level 8).

"It prepares you in terms of presentations and interactive experiences, from project work and group based activity to getting used to standing in front of people because that's essentially what you need to do in the real world"

Fiona is currently a Company Director/Director of Employee Solutions with Excellence Ireland having previously been an Industrial Relations and Human Resource Executive with IBEC. Fiona is responsible for promoting quality and excellence in Ireland through continuous improvement programmes and training. She's currently relaunching a new side of the business called Employee Solutions where she oversees training programmes, from customer care programmes to employee solutions.

Having first being attracted to the WIT School of Business through positive word of mouth recommendations, she sees the strengths of the Business School as the lecturers, who she felt, were genuinely interested in teaching and trying to progress their students the whole time and the course content, including both the core subjects covered and the choice of specialisation.

Fiona Buckley
Business School Graduate
(2003)



COURSE OUTLINE		
YEAR ONE	SEMESTER 1	Statistics Prof Written Communication Management Intro to Microeconomics Business IT
	SEMESTER 2	Mathematics Prof Oral Communication Organisational Behaviour Intro to Macroeconomics Information Technology Accounts Analysis
YEAR TWO	SEMESTER 3	Fundamentals of Marketing Introduction to Business Law Managing Human Resources 1 Management Accounting 1 Microeconomics for Business Applied Business IT
	SEMESTER 4	Marketing Mix Decisions Business Law Managing Human Resources 2 Management Accounting 2 Macroeconomics for Business Enterprise
YEAR THREE	SEMESTER 5	Accounting in the Workplace Ireland in the European Union Intl Business Environment Managing for Professionals Applied Marketing Research Management Science
	SEMESTER 6	Financial Management Employee Relations and HRM Managing Business Ethics Economics for Business Project Management Leadership Skills for Managers



CODE: **WD159** LEVEL: **7**

COURSE FACTS

COURSE TITLE:
Bachelor of Business

COURSE CODE: WD159

COURSE LEVEL: 7

DURATION: 3 years

COURSE ENTRY

LEAVING CERT:

Total number of different subjects at grade D or better: 5

REQUIRED SUBJECTS:

English: OD3/HD3

Mathematics: OD3/HD3

FOR FURTHER INFORMATION:

COURSE LEADER
Conor Kelleher, BComm, MMSc,
MMII
Email: cjkelleher@wit.ie

CODE: LEVEL:

WD136 8



TRANSFER APPLICANTS ONLY

BA (Hons) in Financial Services



COURSE FACTS

COURSE TITLE:
BA (Hons) in Financial Services

COURSE CODE: WD136

COURSE LEVEL: 8

DURATION: 2 year add-on



COURSE ENTRY

REQUIREMENTS:

Applicants should have successfully completed a Higher Certificate in Business Studies or equivalent qualification.

What is financial services?

Financial services in Ireland is a major growth sector. This growth has continued unabated since the launch of the International Financial Services Centre in Dublin in 1987. The sector includes such areas as retail banking, fund administration, general insurance, life assurance, stockbroking, personal financial planning and taxation.

What is the BA (Hons) in Financial Services Course?

This is a two-year add-on degree course, which prepares students for employment in the financial services sector.

Career Opportunities

Graduates of the BA (Honours) in Financial Services may find work in the following areas: fund accounting, shareholder/trustee services, retail banking, capital markets, taxation, general insurance, life assurance and pensions.

Employment Placement

The employment placement takes place in the second semester from February - September. It allows the student to gain experience in the financial services sector applying the knowledge and skills acquired in the first semester. Companies who have provided work placement in the past include ACC Bank, Allied Irish Banks plc, AIB Capital Markets plc, Anglo Irish Bank plc, Bank of Ireland plc, Central Bank of Ireland, Ernst & Young, FBD Insurance plc, Hooper Dolan Financial, New Ireland Assurance, PFPC International Ltd., SEI Investment Global Fund Services Ltd. and State Street (International) Ireland Ltd.

Follow on Study

Masters of Business in Economics & Finance

COURSE OUTLINE

YEAR ONE	SEMESTER 1	Personal Finance Management Information Systems Applications Applied Statistics Introduction to Shareholder Services Income Tax Principles of Fund Accounting
	SEMESTER 2	Work Placement
YEAR TWO	SEMESTER 3	Information Systems & Web Design Internal Control Capital Taxation Insurance Law Banking Theory & Practice Life Assurance & Pensions
	SEMESTER 4	E-business & Financial Services Management Advanced Fund Accounting Banking Law Lending & Securities General & Non-Life Assurance



FOR FURTHER INFORMATION:

COURSE LEADER
Eugene Power, BBS MBS
Email: epower@wit.ie

"I heard it was great craic and the social reputation it had was excellent as well as the academic reputation"

Stephanie is currently a Fund Accountant with BBH with the intention of building up experience whilst studying for her accountancy exams. In this regard she has found that her time in the WIT School of Business has been invaluable as the course content was very relevant for the ACCA exams. Stephanie has maintained regular contact with the School, as fantastic opportunities often arise through these channels and she feels that the staff at the college has really taken an active interest in her development, proving her enthusiastic remark how "...their support doesn't end with the degree".

In advising students coming out of secondary education she says that for those who have an interest in business subjects but are still unsure about their exact career destinations then the WIT School of Business is the best option as their course content covers many angles and will lead to success in any field of specialisation.

Stephanie Coburn
BA (Hons) in Financial Services (2005)



BA (Hons) in Business Information Systems

What is Business Information Systems?

Business Information Systems involves the development, application and management of information systems in business.

What is the BA (Hons) in BIS course?

The BA (Hons) in BIS is a two-year add-on degree to a Higher Certificate in Business Studies or equivalent.

Career Opportunities

Graduates of the BA (Hons) in BIS can pursue the following career paths:

- Business Consultant
- Information Systems Manager
- IT Project Manager
- Business Analyst
- Systems Analyst
- Technical Support Executive

Work Placement

Work placement takes place in Semester 3 for a six-month period from June to December. The objective of work placement is to provide the student with a broader skills base on the completion of their studies. The six month placement provides experience, which is highly desirable to employers upon graduation. The programme has been successful in securing placements for students with employers such as Honeywell, Colgate-Palmolive, Qualceram and Mentec.



COURSE OUTLINE	
YEAR ONE	SEMESTER 1 Information Systems (BIS Prof) Database Development & Design Event-Driven Programming Systems Analysis & Design 1 Internet Development & Networking Business Finance for BIS
	SEMESTER 2 Project Management Database Application Integration Adv Event-Driven Programming Systems Analysis & Design 2 Programming Objects with Java The Professional Individual
YEAR TWO	SEMESTER 3 Work Placement
	SEMESTER 4 E-Business (BIS) Strategy in the digital firm Systems Management IS Strategy & Management Programming Client/Server Applications Project

“The time that I spent out on work placement has provided me with the ideal preparation to make the transition from the student to the professional lifestyle much easier”

Seán is in his final year of the BIS course. During his studies, he has always found the lecturers to be very approachable, and willing to give guidance when called upon.

Seán feels that his time at WIT will stand him in good stead and that his course has prepared him for what lies ahead of him.

Seán Dalton
BA (Honours) in Business Information Systems



CODE: **WD122** LEVEL: **8**

TRANSFER APPLICANTS ONLY

COURSE FACTS

COURSE TITLE:
BA (Hons) in Business Information Systems

COURSE CODE: WD122

COURSE LEVEL: 8

DURATION: 2 year add-on

COURSE ENTRY

REQUIREMENTS:

The BA (Hons) in BIS is a 2 year add-on degree to a Higher Certificate in Business Studies or equivalent. Alternatively, applicants must have already successfully studied two years of general business on an undergraduate business programme. Applicants must be competent in the use of Microsoft Office products and have sufficient knowledge of the underlying concepts of Information Technology. Mature students with significant appropriate experience are also eligible to apply.

FOR FURTHER INFORMATION:

COURSE LEADER
Aidan Duane, MBS BBS
Email: aduane@wit.ie

CODE: **WD048** LEVEL: **8**
WD049
WD080



COURSE FACTS

COURSE TITLE:

Bachelor of Business (Hons)

COURSE CODE: WD048

French option: WD049

German option: WD080

COURSE LEVEL: 8

DURATION: 4 years



COURSE ENTRY

LEAVING CERT:

Total number of subjects at grade D or better: 6

Number of subjects at higher level grade C or better: 2

REQUIRED SUBJECTS:

English/Irish: OD3/HD3

Mathematics: OC3/HD3

French (WD049 only): OB3/HD3

German (WD080 only): OB3/HD3

RECENT ENTRY POINTS:

YEAR: 2005 2006

Min points:

WD048 315 305

WD049 340 320

WD080 355 335



FOR FURTHER INFORMATION:

COURSE LEADER

Margaret Skelly, BComm,

HDipEd, FCA

Email: mskelly@wit.ie

Bachelor of Business (Hons)

with French / with German

What is the Bachelor of Business course?

These four-year full-time degree courses (comprising eight semesters) have been designed to equip graduates with a broad range of business skills combined with a thorough knowledge of the financial and economic environment in which firms operate.

French & German Options

The Bachelor of Business (Hons) language option includes French or German in all years of the course. Applicants for these courses must have an OB3 or HD3 or better in French or German in the Leaving Certificate.

Special Feature - Flexible Semester

A new development to the BBS programme is the introduction of a flexible semester. This semester will allow students to have different experiences, feel affinity with different peoples and expand their personal horizons. This will facilitate the development of skills in the areas of communication, customer service awareness, decision making, problem solving, teamwork, commercial awareness, creativity, confidence and reflection. During Semester 6 (Year 3) students will be given an opportunity to participate in one of the following:

- Study Abroad: Students will spend the semester studying in a college abroad including English, French and German-speaking colleges
- Work Placement: Students will spend the semester in appropriate paid work placement
- New Venture Initiative: Students will develop a business idea during the semester
- College and Community Project: Students will study three modules at WIT along with undertaking a project. Examples of project areas include: Teaching practice; Community organisations, Sports organisations; Small research project in business; Health research project.

Career Opportunities

A graduate of this degree will be suitable to take up a position at a junior/middle management level in many types of business organisations ranging from small family businesses to multi-national corporations.

The degree also prepares graduates for employment in other sectors including the public service and voluntary organisations.

Graduates with a Bachelor of Business (Hons) award are also entitled to exemptions from many of the leading professional accountancy and management bodies including: ACA (Institute of Chartered Accountants in Ireland); ACCA (Association of Chartered Certified Accountants); CIMA (Chartered Institute of Management Accountants); CIPD (Chartered Institute of Personnel & Development) & The Marketing Institute of Ireland.

Graduates of this course who complete a recognised Higher Diploma in Education may apply for positions as teachers in secondary schools.

Follow on Study

Graduates with a Bachelor of Business (Hons) can apply for Masters programmes in their chosen area of specialisation in the School of Business in WIT.

John Hume Scholarship

This prestigious scholarship is awarded by the combined Waterford Credit Unions to a student holding an account with one of the Waterford or Tramore Credit Unions (parents, accounts also qualify). It is awarded on the basis of Leaving Certificate points/interview and is worth €1,270 (approximately) in each of the four years.

“Embrace your time here, enjoy it, it’s a once in a lifetime opportunity for you. What you learn you are going to use down the line, no matter what walk of life you take”

Clodagh is currently a HR specialist in a company called Genzyme based in the industrial park in Waterford having previously worked in AIB HR in Dublin in the IFSC and Ballsbridge. Clodagh got the Genzyme job through her college connections. Her workday covers everything from looking after the core time attendance system, the payroll, BUPA, stock options and all the bonuses.

On reflecting the relevance of her time in the WIT School of Business, Clodagh recalls how the different aspects of the course, role-plays and interviews were great preparation for her career. Everything she studied from training to internal employee relations, everything is incorporated into her present work practices.

She believes the core strength of the WIT School of Business are the people who work there and their passion for teaching and the positive influence they have on their pupils citing her own example as someone who only found her career in HR after listening to the advice of her lecturers.

Clodagh Foley
 BA in Business Studies - HR Management (1999)



Bachelor of Business (Hons) with French / with German

CODE: **WD048**
WD049
WD080

LEVEL: **8**

COURSE FACTS

COURSE TITLE:
Bachelor of Business (Hons)

COURSE CODE: WD048
 French option: WD049
 German option: WD080

COURSE LEVEL: 8

DURATION: 4 years

COURSE ENTRY

LEAVING CERT:
Total number of different subjects at grade D or better: 6

Number of subjects at higher level grade C or better: 2

REQUIRED SUBJECTS:

English/Irish: OD3/HD3
 Mathematics: OC3/HD3
 French (WD049 only): OB3/HD3
 German (WD080 only): OB3/HD3

RECENT ENTRY POINTS:

YEAR:	2005	2006
Min points:		
WD048	315	305
WD049	340	320
WD080	355	335

FOR FURTHER INFORMATION:

COURSE LEADER
 Margaret Skelly, BComm,
 HDipEd, FCA
 Email: mskelly@wit.ie

COURSE OUTLINE

YEAR ONE	SEMESTER 1
	Principles of Microeconomics Introduction to Statistics Information Technology Practice Basic Financial Accounting Introduction to Management Professional Written Communication French B1.3 German B1.3
	SEMESTER 2
	Microeconomics Business & Financial Maths Information Technology Theory Financial Accounting Organisational Behaviour Professional Oral Communication French B1.4 German B1.4
YEAR TWO	SEMESTER 3
	Principles of Macroeconomics Probability & Operations Mgt Introduction to Marketing Human Resource Mgt 1 Cost Accounting Introduction to Business Law French B2.1 German B2.1
	SEMESTER 4
	Macroeconomics Marketing Mix Human Resource Mgt 2 Mgt Accounting Techniques Applied IT or Intro to Business Law
	<i>Plus one of the following:</i> European Integration in the EU Enterprise Business Law Business Critical Thinking French B2.2 German B2.2
YEAR THREE & FOUR	SEMESTER 5, 7 & 8
	From semester 5 students pursue one of the following specialist streams: Accounting, Marketing, Economics & Finance, Management or Human Resource Management. During semesters 5, 7 and 8 all students will study Quantitative Techniques, Business Finance, Management Information Systems and Corporate/Business Strategy, along with specialised subjects from their chosen stream plus elective modules.
	SEMESTER 6
	Students choose one of the following in Semester 6: Work placement Study Abroad College & Community Entrepreneurship



"The strengths of the School of Business are the small class sizes, the friendliness of the staff and the project based nature of courses with lots of presentations. When we graduated it was with the confidence that we could be adaptable in the workplace."

Brian is currently Business Banking Manager with Ulster Bank. He has a team of people servicing an existing client base valued up to €90 million and is developing those client needs to service other areas such as leasing, pensions, investments, e-banking and foreign exchange.

One principle practical benefit Brian remembers of his time with the WIT was report writing. He now bases his reporting skills, in terms of structure, phrasing and questioning, on what he learnt at the School of Business. Brian also attributes his "open mind" view of markets and sales opportunities as an approach pro-actively encouraged from the Institutes lecturers.

In offering advice for new students, Brian suggests you should get involved in some of the many societies or clubs available as they are a great means to build your own confidence, build contacts and keep in touch.

Brian O'Sullivan
 Bachelor of Business Studies



CODE: **WD134** LEVEL: **8**

BA (Hons) in International Business

COURSE FACTS

COURSE TITLE:
BA (Hons) in International Business

COURSE CODE: WD134

COURSE LEVEL: 8

DURATION: 3 years

COURSE ENTRY

LEAVING CERT:

Total number of different subjects at grade D or better: 6

Number of subjects at higher level grade C or better: 2

REQUIRED SUBJECTS:

English/Irish: OD3/HD3
Mathematics: OC3/HD3

RECENT ENTRY POINTS:

YEAR: 2005 2006

Min points: 300

FOR FURTHER INFORMATION:

COURSE LEADER
Mr James Redmond BBS, MBS, ACM
Email: jredmond@wit.ie

What is International Business?

International business involves international trade and investment, for example, importing and exporting products and services and investing in a business in another country. An important element of international business is an ability to interact with people from other cultures and countries.

What is the BA (Hons) in International Business course?

The BA (Hons) in International Business is a three year course that prepares students to work in an international and inter-cultural context.

Career Opportunities

Graduates may:

1. Join firms at junior management level, and can go on to work in several international business functions, including:
 - Human resources
 - Export departments
 - International sales
 - Purchasing
2. Also be suited to the multi-disciplinary demands of small and medium-sized enterprises.

Foreign Study Placement

In Year 3, semester five of the Programme, the student will be required to study abroad in one of WIT's partner institutions, in the USA, Canada or a European country, for example, France, Germany or The Netherlands. Foreign study will give the students the opportunity to experience the life, culture and academic environment of a foreign country. It is anticipated that classes while abroad will be in English, irrespective of the country involved.

Follow on Study

MBA in International Business
Masters degree in Business Studies - Internationalisation
Masters degree in Business Studies
Masters by research.

"I think the WIT Business School has a unique status as it is seen as a fairly superior college. I work for Bank of Ireland and a lot of graduates from WIT are getting placements ahead of students from other colleges"

Oliver is currently marketing and communications manager with Bank of Ireland, based in the head office on Baggot Street. He joined the bank's graduate programme when he finished college then became product manager in the credit card division for two years before joining the communications team. He develops campaigns based on the bank's planned activity for a given period including media planning.

Oliver Wade
BA Business Studies (1998)

COURSE OUTLINE

YEAR ONE	SEMESTER 1
	International Business: The Context (M) Introduction to Management (M) Introduction to Statistics (M) Economics of the Market (M) Computer Applications (M) Professional Written Communication (E) *Language (E)
	SEMESTER 2
	International Business: Strategies (M) Organisational Behaviour (M) Business and Financial Maths (M) The Economic Environment (M) Information Technology (M) Professional Oral Communication (E) *Language (E)
YEAR TWO	SEMESTER 3
	European Union Introduction (M) HRM in a Business Context (M) Business Law (M) Financial Accounts for Non-Specialists (M) Foundation in Marketing (M) The Professional Individual (E) *Language (E)
	SEMESTER 4
	Intercultural Business Context (M) International Institutions (M) International Trade Law (M) Management Decision Making (M) Branding (M) Skills for Professional Managers (E) *Language (E)
	SEMESTER 5
	Foreign Study Placement
YEAR THREE	SEMESTER 6
	In semester six, the student will study all the mandatory modules and choose three elective modules from the following: Transnational Management (M), International Political Economy (M), Business Strategy (M), European Policy and Process (E), International Economy (E), Economies in Transition (E), Management Information Systems (E), Financial Management (E), Corporate Finance (E), International HRM (E), Business Ethics in a Global Society (E), International Marketing Communications (E), and *Language (E).
	M = Mandatory E = Elective
	*Language = a choice of one of the following languages (subject to sufficient demand for the chosen language) - French/German/Italian/Spanish In semesters one through four, the student will study all the mandatory modules and choose one of the elective modules.

BA (Hons) in Marketing

What is marketing?

Marketing is an important business function that identifies the needs and wants of customers in order to develop products and services. Marketing involves researching the market, designing the product or brand and communicating with customers through advertising and promotions.

What is the BA (Hons) in Marketing course?

The BA (Hons) in Marketing is a four year degree course, which prepares students for employment in the marketing area. The first four semesters consist of general marketing and business subjects and then students study the specific marketing subjects from semester 5-8.

Career Opportunities

- Marketing Research
- Advertising
- Brand Management
- Sports Sponsorship
- Public Relations

Work Placement or Study Abroad

The work placement or study abroad takes place in Semester 7. It allows students to gain real experience of working in a marketing environment. Past companies who have been involved in the placements include: Coca Cola, Aer Lingus, Ben Sherman, Bulmers, Bank of Ireland, Waterford Crystal and Cawley Nea Advertising Agency. Students can also opt to study abroad in one of WIT's partner institutions.

Follow on Study

Masters of Business in Marketing

"A business degree from WIT gives you a great grounding in all aspects of business...they're very innovative in that they're quite open to listening to students concerns regarding course content"

Alan works as a Residential and Commercial Sales Negotiator with Dooley Auctioneers. After a 6-month work placement as part of the course, Alan returned with a full time placement upon his graduation. Indeed Alan points out that such was the success of his initial 6-month work experience with Dooley that they kept the job open for him until he finished college. As class rep in the Student Union in first year, Alan was involved in the 10k walk for Chernobyl in addition to being Chairperson of the Marketing Society, organizing the marketing ball.

Having seamlessly moved from a college environment to a working one, Alan observed how WIT, and the Business School specifically, are very well regarded within Ireland's leading industry figures.

Alan Fitzhenry
BA in Marketing (2005)

COURSE OUTLINE	
YEAR ONE	SEMESTER 1 Economics of the Market Professional Written Communication Introduction to Marketing Statistics Business Technology 1 Introduction to Management
	SEMESTER 2 The Economic Environment Professional Oral Environment Marketing Mix Mathematics Business Technology 2 Organisational Behaviour
YEAR TWO	SEMESTER 3 Financial Accounting for Non-Specialists Information Systems Introduction to Business Law Marketing Communications Consumer Psychology Marketing Research Theory
	SEMESTER 4 Management Accounting for Non-Specialists Direct and Database Marketing Law for Marketers The Consumer Environment Marketing Research Practice Sponsorship
YEAR THREE	SEMESTER 5 Finance for non-specialists Introduction to Advertising Marketing Design Technologies Strategic Public Relations Business to Business Marketing Selling & Sales Management (E) Marketing Project (Lit Review) (E)
	SEMESTER 6 Strategic Marketing Management International Marketing Services Marketing Theory E-commerce Web Development Advertising Strategy Social Marketing (E) Marketing project (Research) (E)
YEAR FOUR	SEMESTER 7 Work placement or Study Abroad
	SEMESTER 8 Corporate Strategy Marketing Multimedia Strategic Brand Management Global Strategic Marketing Services Marketing Practice Sports Marketing (E) Small Business Mgt (E)

CODE:	LEVEL:
WD095	8

COURSE FACTS

COURSE TITLE:
BA (Hons) in Marketing

COURSE CODE: WD095

COURSE LEVEL: 8

DURATION: 4 years

COURSE ENTRY

LEAVING CERT:
Total number of different subjects at grade D or better: 6

Number of subjects at higher level grade C or better: 2

REQUIRED SUBJECTS:
English/Irish: OD3/HD3
Mathematics: OC3/HD3

RECENT ENTRY POINTS:

YEAR:	2005	2006
Min points:	275	255

FOR FURTHER INFORMATION:

COURSE LEADER
Mr Denis Harris BComm, MBA
Ph: 051 845617
Email: dharris@wit.ie

CODE: **WD127** LEVEL: **8**

BSc (Hons) in Retail Management

COURSE FACTS

COURSE TITLE:
BSc (Hons) in Retail Management

COURSE CODE: WD127

COURSE LEVEL: 8

DURATION: 4 years

COURSE ENTRY

LEAVING CERT:
Total number of different subjects at grade D or better: 6

Number of subjects at higher level grade C or better: 2

REQUIRED SUBJECTS:
English/Irish: OD3/HD3
Mathematics: OC3/HD3

RECENT ENTRY POINTS:

YEAR:	2005	2006
Min points:	270	285

What is Retail Management?

Retail management is the achievement of company goals through effective and efficient planning, leadership, organisation and control of internal resources. Demand for local, regional, national and international retail management recruits is growing in the Irish context and will continue to rise in the future.

What is the BSc (Hons) in Retail Management Course?

The BSc (Hons) in Retail Management is a full-time four-year degree programme, combining class-based training with practical assignments. Throughout the programme, students study five key areas relating to retail management, specifically: Retail Operations, Customer Relationship Management, General Management, Store Technology and Financial Management.

Career Opportunities:

- General Retail Management
- Specialist positions, such as: Category management, Buying and merchandising, Key account management, Sales/marketing positions and Technical support.
- Business ownership

Work Placement

The work placement takes place in semester 6 and 7 of the degree. It allows you to gain real experience working in a retail environment. Each student will be required to keep a log of his or her work-related experience and produce an applied research project as part of this placement.

Follow on Study

Masters of Business in Management

“We really love our lecturers. The relationship with our lecturers is brilliant, we have their mobile phone numbers and we call them or they text us. There’s a student on every single committee in the college”

As a single mother, Sarah expected a difficult challenge to succeed academically. However her experience of the support networks in place at the WIT School of Business, has given her the confidence to plan further educational development. Sarah is considering a postgraduate course or an Hdip qualification after she graduates. Combined with her work placement experience she feels she can succeed at whatever career path she finally decides on.

The friendly, welcoming nature of the staff and fellow students is a major contributing factor to Sarah’s success story. She feels the extra attention given to each and every student goes over and above not just her own expectations but also exceeds the range of possibilities on offer from other national universities where larger class sizes make such a personable touch impossible.

Sarah Grace, Current Student
Bachelor of Science (Retail Management)

COURSE OUTLINE

YEAR ONE
SEMESTER 1

Economics of the Market
Professional Written Communication
Introduction to Marketing
Statistics
Business Technology 1
Managing the Retail Organisation

YEAR ONE
SEMESTER 2

The Economic Environment
Professional Oral Communication
Marketing for the Retail Environment
Mathematics
Business Technology 2
Managing People

YEAR TWO
SEMESTER 3

Financial Accounting
Introduction to IS & eBusiness
Introduction to Business Law
Retail Operations
Consumer Behaviour
Human Resource Management 1

YEAR TWO
SEMESTER 4

Management Accounting
IS & eBusiness Management
Law for Retailing
Buying for Retail Business
Market Research Theory
Human Resource Management 2

YEARS THREE & FOUR
SEMESTER 6 & 7

Work Placement

YEARS THREE & FOUR
SEMESTER 5 & 8

The following topics are also included in the degree programme: Retail Merchandising, In-store Technology, Professional Development, Store Location and Design, Brand and Category Management, Business Finance, Strategic Management, Retail Sales Management, Customer Service Management, International Retailing and Retail Entrepreneurship.

FOR FURTHER INFORMATION:

COURSE LEADER
Ms Fiona Fleming, BA HDE MBA
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