



School of Business

Undergraduate Study



Waterford Institute of Technology
INSTITIÚID TEICNEOLAÍOCHTA PHORT LÁIRGE

So why choose
Business?



In today's competitive global economy, a student contemplating third-level education must give strong consideration to their choice of educational institution, course and method of study. They must choose the qualification that will give them the best chance of success in their future career, and the best course of study that will help them achieve their career potential.

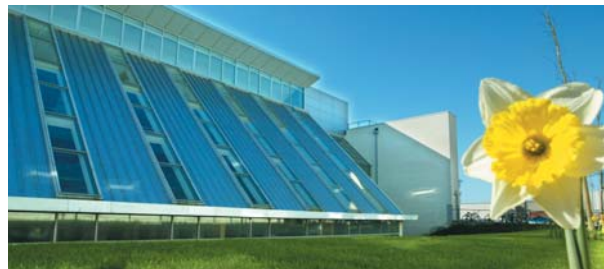
A business qualification will equip you with a broad range of skills. Typically, a business course covers areas including finance, marketing, accounting, information technology, human resource management, legal studies, strategy and operations. If you choose to specialise in a particular field such as accounting, you also receive an overview of the other main disciplines, giving a more rounded perspective to enable you to fully understand the business environment in which you will be working.

Employers expect business graduates to be able to integrate seamlessly into their team, and also to bring a fresh perspective to the challenges and daily tasks that face them. They expect graduates to be informed, inspired and quick-thinking. The typical entry-level positions for business graduates such as trainee manager, finance specialist, trainee accountant, human resource generalist, assistant brand manager, junior economist, business

systems analyst account executive, business development advisor etc, provide graduates with an excellent induction into the working world, which enables them to take advantage of further opportunities within their chosen career field.

Due to the rapid globalisation of today's and indeed tomorrow's marketplace, a business graduate needs to be able to understand the intricacies involved in international and multinational operations. A business qualification will teach you the skills and understanding necessary to take a position within any multinational corporation, or with indigenous companies involved in the export market.

Business is a challenging and rewarding course of study, which will take you from the theoretical to the practical, equip you with a world-recognised qualification to take you where you want to go in your career, and the skills to succeed in business and in life.





Dr. Tom O'Toole,
BComm, MBS, FMII, PhD
Head of School
of Business, WIT

The School of Business in WIT, one of Ireland's largest integrated Business Schools, is a unique learning community of over 100 faculty members and 2000 students. The School incorporates undergraduate, postgraduate, executive and entrepreneurial education, with links to international industry and education.

The School's core theme is developing the thinking professional, fit for business and fit for life. We ensure that all of our students receive training in all of the professional skills and competencies necessary to succeed in their chosen fields. But we don't stop there. The incorporation of Professional Practice in our learning programmes means that students have the opportunity to apply their learning in challenging real-world business environments, enhancing the learning acquired in the lecture-rooms, and exposing students to situations in which they must think on their feet and prove their abilities.

The Flexible Semester option allows students to add the dimension of personal development to their studies. Students can present their own learning programme to us or choose from a range of options including work placement with many of Ireland's top national and regional organisations. During this semester students can also opt for community placement, spending time on community projects, giving something back. Campus entrepreneurship, where the student gets involved in setting up a campus-based enterprise, allows for innovation, creativity and business-savvy to flourish. In opting to study or work abroad, the student may add a uniquely international dimension to their studies.

The School of Business lecturing staff is made up of experienced, dedicated academic specialists, all of whom have strong links to industry and to the professions, either through their industrial careers or research. This is important in many ways, the most significant being their ability to relate the academic teaching material to current business practice and to bring this across to their students in ways that are meaningful and thought-provoking.

The School of Business has developed long-term mutually-beneficial links to the business professions. Our renowned high level of teaching and practical approach have lead to maximum exemptions from the examinations of the main professional bodies, in accountancy, marketing and human resources, ensuring that our graduates reach their goals within the shortest possible time frame and with the best possible qualification.

Project work forms an integral part of the learning process, with students working within teams to address real company issues and identify potential opportunities, developing their team, communication and decision-making skills in the process. International students are integrated into the classes and bring their own unique perspective to lectures and group projects.

The ethos of community thrives in the WIT School of Business. The collegiate atmosphere is fostered by the smaller class sizes which you will find in WIT. Interaction between students and with staff is informal and equal. The School's student-centred approach uses mentoring and individual student counselling to focus students on their learning and career goals.

Tá mé ag tnúth le fíor-fáilte a chur romhaibh chun Scoil Ghnó Léinn san Institiúid Teicneolaíochta Phort Láirge seo againn agus guím rath agus forbairt oraibh go léir sna blianta romhainn amach.

I look forward to welcoming you to the School of Business in WIT and to contributing to your growth and success in the coming years.



Dr. Tom O'Toole, Head of School of Business, WIT



Why Waterford?

Waterford, Ireland's oldest city, is a rapidly developing, dynamic city where a rich cultural heritage co-exists alongside all of the modern amenities that the city and county offer. Easily accessible sporting and social amenities, combined with a relaxed, friendly atmosphere, make Waterford a very attractive place to live. Whether you're into surfing, swimming and sailing, or art, theatre and opera, Waterford has something for you.

The nightlife in Waterford is second-to-none, with regular live performances by some of Ireland's best-known acts.

Waterford has benefited from the high level of business investment in the city and county in more recent years, particularly in the financial and pharmaceutical sectors. Large multi-nationals and smaller indigenous industries form a thriving, diverse business community, which strategically places Waterford for future economic growth.



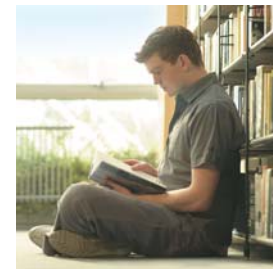
Why Waterford Institute of Technology?

WIT's expanding, modern campus is unrivalled in the region. WIT offers state-of-the-art lecture and library and information technology facilities; modern sports facilities; on-site and nearby campus accommodation; a thriving clubs & societies network, all easily accessible from the city and surrounding areas. In recent years, substantial investment in facilities and buildings has brought about a renewed vigour to the spirit of the campus.

WIT's excellence is obvious, not just in academic terms – many of WIT's sports clubs are punching above their

weight in national and international competitions, achievements of which the entire WIT community is most proud.

When you combine all of this with the wide variety of industry-relevant courses, the smaller, more interactive classes and the motivational, collegiate atmosphere unique to WIT, you get the best education and an enriching student experience, one which you will benefit from and remember for the rest of your life.



Disciplines

Accountancy

Economics & Finance, Finance & Investment and Financial Services

Management

International Business

Marketing

Retail Management

Human Resource Management

Business Management with Law

Enterprise

Business Information Systems



Possible Undergraduate Courses of Study in WIT School of Business

Level CAO Codes

Accountancy	Bachelor of Arts (BA) (Hons) in Accounting	8	WDo84
	Bachelor of Business (BBS) (Hons) – Accounting Stream	8	WDo48
	Bachelor of Business (BBS) (Hons) – Accounting Stream with French	8	WDo49
	Bachelor of Business (BBS) (Hons) – Accounting Stream with German	8	WDo80
	Higher Certificate in Business Studies (HCBS)	6	WDo03
Economics & Finance, Finance & Investment and Financial Services	Bachelor of Business (BBS) (Hons) – Economics & Finance Stream	8	WDo48
	Bachelor of Business (BBS) (Hons) – Economics & Finance Stream with French	8	WDo49
	Bachelor of Business (BBS) (Hons) – Economics & Finance Stream with German	8	WDo80
	Bachelor of Business (BBS) (Hons) in Financial Services	8	WDo74
	Bachelor of Arts (BA) (Hons) Finance & Investment	8	WD160
	Bachelor of Business (BBus)	7	WD159
	Higher Certificate in Business Studies (HCBS)	6	WDo03
Management	Bachelor of Business (BBS) (Hons) – Management Stream	8	WDo48
	Bachelor of Business (BBS) (Hons) – Management Stream with French	8	WDo49
	Bachelor of Business (BBS) (Hons) – Management Stream with German	8	WDo80
	Bachelor of Business (BBus)	7	WD159
	Higher Certificate in Business Studies (HCBS)	6	WDo03
International Business	Bachelor of Arts (BA) (Hons) in International Business	8	WD134
	Higher Certificate in Business Studies (HCBS)	6	WDo03
Marketing	Bachelor of Arts (BA) (Hons) in Marketing	8	WDo95
	Bachelor of Business (BBS) (Hons) – Marketing Stream	8	WDo48
	Bachelor of Business (BBS) (Hons) – Marketing Stream with French	8	WDo49
	Bachelor of Business (BBS) (Hons) – Marketing Stream with German	8	WDo80
	Bachelor of Business (BBus)	7	WD159
	Higher Certificate in Business Studies (HCBS)	6	WDo03
Retail Management	Bachelor of Science (BSc) (Hons) in Retail Management	8	WD127
	Bachelor of Business (BBus)	7	WD159
	Higher Certificate in Business Studies (HCBS)	6	WDo03
Human Resource Management	Bachelor of Business (BBS) (Hons) – HRM Stream	8	WDo48
	Bachelor of Business (BBS) (Hons) – HRM Stream with French	8	WDo49
	Bachelor of Business (BBS) (Hons) – HRM Stream with German	8	WDo80
	Bachelor of Business (BBus)	7	WD159
	Higher Certificate in Business Studies (HCBS)	6	WDo03
Business Management with Law	Bachelor of Arts (BA) (Hons) in Business Management with Law	8	WDo79
	Higher Certificate in Business Studies (HCBS)	6	WDo03
Enterprise	Bachelor of Business (BBS) (Hons)	8	WDo48
	Bachelor of Business (BBS) (Hons) – French	8	WDo49
	Bachelor of Business (BBS) (Hons) – German	8	WDo80
	Bachelor of Business (BBus)	7	WD159
	Higher Certificate in Business Studies (HCBS)	6	WDo03
Business Information Systems	Bachelor of Arts (BA) (Hons) in Business Information Systems	8	WD122
	Higher Certificate in Business Studies (HCBS)	6	WDo03

Note: more detailed information on our courses is available in the Institute's Prospectus and on our website www.wit.ie

Accountancy

What is Accountancy?

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

Accountants are found in all types of organisations and the discipline is recognised as a critically important function of management. Accountants are involved in many of the key decisions taken in organisations, particularly where there are financial implications.

If you enjoy working with others, are prepared to take on a challenge and are reasonably numerate then accounting may be the career for you. Accountants are extremely effective communicators who are constantly responding to managers' and investors' demands for new types of information to support their activities.

Careers in Accountancy

The broad range of knowledge that accountants obtain about organisations' operations and how those operations impact on the achievement of organisational goals provides them with an extensive range of career opportunities. Possible careers for accountancy graduates include multiple opportunities in professional practice and in industry, for example, financial advisor, financial controller, management accountant, financial analyst and auditor. Additionally accountants are regularly found in leadership roles in many organisations at Director, CEO

and Chairperson level.

As a discipline, accounting has a defined career structure. Once you have completed your education (which at WIT goes to Masters and PhD levels) you then complete a system of work-based training with the professional bodies, which allows you the opportunity to learn in the work environment. When this is finished you are then a fully fledged accountant and ready for independent roles in the workplace. This system has proven to be extremely attractive to thousands of students over the years, indeed, many of the larger audit firms regularly appear in the top 10 best places to work (as voted by employees).

Why study Accountancy in WIT?

WIT has developed strong links with local and national employers of accounting graduates and our programmes in accounting are recognised as amongst the best in the country. All of our programmes have substantial exemptions from the examinations of the main accountancy bodies, including the Institute of Chartered Accountants in Ireland (ICAI), the Chartered Institute of Management Accountants (CIMA), the Association of Chartered Certified Accountants (ACCA) and the Certified Public Accountants in Ireland (CPA), providing WIT students with the quickest route to their chosen career. With over 20 qualified accountants on staff, WIT can call on a huge pool of experience to assist you through your studies.

Graduate Profile



Name: Colleen Gabbett

Course: Bachelor of Arts (BA) (Hons) in Accounting

Year Graduated: 2001

Colleen trained with PricewaterhouseCoopers and felt that the WIT degree in accountancy was held in very high regard by the partners there. Currently financial accountant for a Co. Kilkenny-based animal feeds company with a €65 - €70 million annual turnover, Colleen is responsible for monthly financial accounts, tax, cashflow and treasury management.

- “ The smaller classes in WIT were great. The lecturers really took the time to get to know all of the students. Also, the practical experience that I gained from presenting reports and projects is really useful to me in my current position. ”



Student Profile



Name: Alan Walker

Currently Studying:

Bachelor of Business (BBS) (Hons)
- Accounting

Alan, a current student, already has a position lined up with Deloitte & Touche as a trainee auditor. He plans to firstly complete his Masters in Accountancy on completion of his degree.

Alan points to the smaller class sizes as the prime reason for the sense of close-knit community that exists in WIT. He also feels that the lecturers “open door” policy shows a genuine care that really personalises the students’ experience of the WIT School of Business.



Studying Accountancy in WIT

Studying accountancy involves taking modules in accounting and in other business subjects. The two main accountancy subjects are financial and management accounting. These are complemented by taxation, auditing, financial management and company law in later years of study. Other business subjects covered in an accountancy degree include management, statistics and accountancy information systems. These additional subjects give students a wider view of business and the role of the accountant in society.

The Fast Track to Accountancy in WIT

The School of Business offers a fast track route to a professional qualification to those students who know that they want to be an accountant. In WIT you have the opportunity to achieve two degrees in accountancy in four years and get maximum exemptions from the professional accountancy bodies. We offer a 3 year accountancy degree - Bachelor of Arts (BA) (Hons) in Accountancy (WDo84) - after which the student can continue to gain a professional qualification while working in practice. Or you can choose to combine the degree with our Masters in Accountancy (1 year) and gain substantial exemptions. This is one of the fastest routes to becoming a professional accountant that is on offer in Ireland today.

Routes to Accountancy in WIT School of Business

- » Bachelor of Arts (BA) (Hons) in Accounting (WDo84)
- » Bachelor of Business (BBS) (Hons) – Accounting Stream (WDo48)
- » Bachelor of Business (BBS) (Hons) – Accounting Stream with French (WDo49)
- » Bachelor of Business (BBS) (Hons) – Accounting Stream with German (WDo80)
- » Higher Certificate in Business Studies (HCBS) (WDo03)

Economics & Finance, Finance & Investment and Financial Services

What are Economics & Finance, Finance & Investment and Financial Services?

Economics involves making decisions about scarce resources, be they people, money or equipment, and provides a solid foundation for understanding business decisions together with political and social reforms, both in a national and international context. Economics provides a logical way of assessing a variety of problems and provides an understanding of how different economic systems work.

Finance involves the practical application of economics. It deals with money, markets and valuation and is future-oriented, unlike accounting where the emphasis is more on recording and reporting historical transactions.

Investment is closely related to finance and economics and concerns the purchase of an asset which will yield a return in the future and will gain value over time. Financial services are services provided by the finance industry, now the largest industry in the world. This sector has grown significantly in Ireland ever 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, stock-broking, investment, personal financial planning and taxation.

Careers in Economics & Finance, Finance & Investment and Financial Services

Students who study the Economics and Finance, Finance and Investment or Financial Services options in WIT may go on to work in any of these areas. Typically, graduates will work in banking, finance, the funds industry, insurance, general management, consulting, teaching and accountancy. Graduates can primarily find jobs in these areas in the South East, Dublin, London, New York.

Our graduates are now working all over the world in the main finance houses including JP Morgan Chase, Merrill Lynch, Morgan Stanley, AIB Capital Markets, Citigroup, Central Bank, Goldman Sachs and Bank of Ireland Asset Management.

Why study Economics & Finance, Finance & Investment and Financial Services in WIT?

WIT offers a unique range of programmes across these disciplines, combining a strong theoretical base and a practice-oriented exposure which provides graduates with the vital skills for them to succeed in their chosen field. Many of the jobs in regional financial services companies, including VHI, State Street International, PFPC International, BISYS and Sun Life Financial are filled by WIT graduates. In addition, employers of WIT

Graduate Profile



Name: Anne Deegan

Course: Bachelor of Business Studies (BBS)

Year Graduated: 1988

Anne is currently Managing Director of SEI Investments - Trustee and Custodial Services (Ireland) Ltd, having previously held senior positions in some of the worlds leading investment firms.

“ WIT is a friendly, open and supportive environment where there is an emphasis on ensuring that students are successful in their studies and in their careers – this focus continues long after graduation day. ”



Graduate Profile



Name: Philip Tubritt

Course: Bachelor of Arts (BA)
in Business and Financial Studies

Year Graduated: 1999

Having joined Swan O'Sullivan, Registered Auditors and Accountants, in 2000 as audit junior, Philip was appointed Associate Partner in 2005. Philip heads up the Liquidation and Corporate Restructuring side of the practice.

“ The subjects and the course structure of my WIT degree have helped me immensely. Subjects like HRM were not on the ACCA syllabus, but are really helpful in my current senior position. The guiding influences of the WIT lecturers have made me a more rounded individual, not just an accountant. ”



Economics & Finance, Finance & Investment and Financial Services graduates include retail banks, insurance providers and large national and international financial companies. These companies usually participate in our work placement programmes which are an integral part of our Economics & Finance, Finance & Investment and Financial Services programmes.

Studying Economics & Finance, Finance & Investment and Financial Services in WIT

The Economics & Finance, Finance & Investment and Financial Services degrees all include specialist and general business modules, as well as professional development modules such as oral and written communications skills. The specialist modules covered in our Finance & Investment and Financial Services courses include business finance, applied finance, capital markets, investments, financial information analysis, financial regulation, treasury management, financial derivatives, fund accounting and life and non-life insurance.

The various disciplines within economics include microeconomics, macroeconomics, managerial economics, econometrics, financial economics, international economics and economic policy analysis. The following themes are also addressed in economics courses: international trade; EU enlargement and integration; globalisation; political developments and current affairs; economic development; exchange rates and

interest rates.

Routes to Economics & Finance, Finance & Investment and Financial Services in WIT School of Business

- » Bachelor of Business (BBS) (Hons)
– Economics & Finance Stream (WDo48)
- » Bachelor of Business (BBS) (Hons)
– Economics & Finance Stream with French (WDo49)
- » Bachelor of Business (BBS) (Hons)
– Economics & Finance Stream with German (WDo80)
- » Bachelor of Business (BBS) (Hons)
in Financial Services (WDo74)
- » Bachelor of Arts (BA) (Hons) in
Finance & Investment (WD160)
- » Bachelor of Business (BBus) (WD159)
- » Higher Certificate in Business Studies
(HCBS) (WDo03)

Management

What is Management?

Management is an integral part of all organisations and, accordingly, skills developed in this area are invaluable to the graduate. The professional manager is likely to be involved in a variety of tasks including leading people, organising resources and planning future action.

Careers in Management

Options open to management graduates include working in general management positions or project management roles, developing a new enterprise or specialising in an area of business that requires management experience.

Why study Management in WIT?

WIT has a long history of management education - indeed WIT was the first institute with a management specialism on a BBS programme. The focus is on developing the conceptual, practical and interpersonal skills required to manage effectively and efficiently in a modern business environment. We connect newly-developing managers with experienced managers on our graduate programmes. Our staff have management experience as well as academic knowledge, and lecturers focus on the practical application of management theories to solve relevant business problems.

Our management specialisation is applicable to a range of practical personal development situations including setting up your own business, honing your managerial skills to

develop a new community project, or a business work placement where you can develop your business skills through on-the-job experience.

Studying Management in WIT

Even the smallest organisation requires co-ordination and someone to take the lead. Studying management in WIT provides you with a broad-based understanding of a range of key business subjects such as accounting, human resources and marketing so that you will have a total picture of the overall organisation. The management specialism focuses on themes such as the importance of leadership and its impact on the organisation, the management of change, how organisations should be structured and organised, and preparing organisations for the future.

Routes to Management in WIT School of Business

- » Bachelor of Business (BBS) (Hons) – Management Stream (WDo48)
- » Bachelor of Business (BBS) (Hons) – Management Stream with French (WDo49)
- » Bachelor of Business (BBS) (Hons) – Management Stream with German (WDo80)
- » Bachelor of Business (BBus) (WD159)
- » Higher Certificate in Business Studies (HCBS) (WDo03)

Graduate Profile



Name: Catherine Hogan Conlon

Course: Chartered Institute of Management Accountants (CIMA)

Year Graduated: 1993

Catherine found returning to education as a mature student in WIT to be a most worthwhile experience.

“ You will get far more from your education than you realise. Education is much more than the subjects that you are studying, it’s also about getting involved in the wider issues and there are plenty of opportunities to do so in WIT. ”

Catherine’s position with the Health Services Executive involves working with individual hospitals, nursing homes and day care facilities as well as with many voluntary bodies and private industry.



Graduate Profile



Name: Leanne Bowe

Course: Bachelor of Business (BBS) (Hons) – Economics & Finance; MBS Internationalistion

Year Graduated: 2004, 2005

Leanne firstly undertook the BBS – Economics & Finance degree in WIT and went on to graduate with first class honours from WIT's MBS programme. This led to Leanne taking part in IBEC's Export Orientation Programme (EOP), which brought her to Finland to work in a marketing role with Irish Distillers.

“ My studies really prepared me for the international aspects of doing business and gave me a strong understanding of cross-cultural communications. ”



International Business

What is International Business?

International business involves international trade and investment, for example exporting products and services or investing in a business in another country. As Ireland is an island, we are heavily dependant on trade to other countries, and belonging to the EU makes international business of interest to us all. In fact, in today's globalised business world, “all business is international business”.

Careers in International Business

Graduates of our BA in International Business will have the knowledge and practical experience necessary to manage in an international and multicultural business environment. They may join firms at junior management level and can go on to work in several international business functions, including: human resources, purchasing, export departments and international sales. Graduates may also be suited to the multi-disciplinary demands of small and medium sized enterprises.

Why study International Business in WIT?

The programme is delivered on a fulltime basis over three years. The study of international business in WIT includes one semester of study in one of WIT's overseas partner institutions in, for example, the USA, Canada, Asia, Australia or Europe. Foreign study gives students the opportunity to experience the life, culture and academic environment of a foreign country. The International Business degree is also linked

to two International Business masters taught in WIT.

Studying International Business in WIT

Many of the core business subjects such as finance and human resources are covered in an international business degree. What makes an international business degree unique is its focus and application on a cross-cultural and cross-country basis. In addition, from the beginning of their studies, students will be integrated into an international and multicultural class, allowing them to develop cultural understanding and sensitivity. Specific internationally-oriented modules taught include international management, international institutions, international political economy, economies in transition and the intercultural business context. Additionally, students will have the opportunity to study a number of foreign languages while on the programme, including french, spanish and german. However taking a language is not a mandatory requirement.

Routes to International Business in WIT School of Business

- » Bachelor of Arts (BA) (Hons) in International Business (WD134)
- » Higher Certificate in Business Studies (HCBS) (WD003)

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 to satisfy these needs. Marketing involves researching the market, designing the product or brand and communicating with customers through advertising and promotions. Marketing applies to all organisations and is the voice of the consumer or client within the organisation that ensures that products and services are designed to meet the expectations of their market.

Careers in Marketing

Marketing graduates typically find employment in a wide variety of positions. Career opportunities include: marketing research; advertising; brand management; sports sponsorship; public relations; marketing management; sales management.

Why study Marketing in WIT?

When studying marketing in WIT, students also have the opportunity to gain experience of working in a real marketing environment by way of a one-semester work placement. 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 may also get the opportunity to be the main marketer in a small company.

Studying Marketing in WIT

There are different themes involved in studying marketing such as communicating with customers through advertising; branding of products and services; managing customer relationships, which involves building repeat business among your customers through customer care or loyalty programmes. The marketing student will also study general business subjects, including sales management, corporate strategy and small business management.

Routes to Marketing in WIT School of Business

- » Bachelor of Arts (BA) (Hons) in Marketing (WDo95)
- » Bachelor of Business (BBS) (Hons) – Marketing Stream (WDo48)
- » Bachelor of Business (BBS) (Hons) – Marketing Stream with French (WDo49)
- » Bachelor of Business (BBS) (Hons) – Marketing with German (WDo80)
- » Bachelor of Business (BBus) (WD159)
- » Higher Certificate in Business Studies (HCBS) (WDo03)

Graduate Profile



Name: Oliver Wade

Course: Bachelor of Business Studies (BBS) (Hons) - Marketing

Year Graduated: 1998

Having joined their Graduate Programme immediately after graduation, Oliver is now Marketing & Communications Manager with Bank of Ireland. He views his WIT degree as being instrumental in securing his initial position and comments that the WIT School of Business is seen as having a unique status amongst employers.

“ My degree is really relevant to my current role in that I am responsible for all aspects of Bank of Ireland's advertising campaigns, including developing creative themes, budget allocation, agency briefing and the overall implementation and evaluation of the campaigns. ”



Student Profile



Name: Sarah Grace

Currently Studying: Bachelor of Science (B.Sc.) (Hons) Retail Management

Sarah's experience of the School of Business has been extremely positive.

“The relationship and communication with lecturers is brilliant. The extra attention given to each and every student goes far beyond what I expected, made possible I suppose by the smaller class sizes here in WIT.”

Sarah's experience as class rep has also been really enjoyable.

“It's like a little family. The opinions of the class reps are really taken on board and make a difference to the way things are run.”



Retail Management

What is Retail Management?

Retail management concerns the control and operation of service organisations, some of which can be multi-site and international. Retailing runs across many service organisations including fashion, food, mobile phones, electronics and financial services. The demands in some of these roles can be quite high, hence the salaries commanded reflect the demanding environment.

Careers in Retail Management

The Irish economy has become oriented towards the service economy in recent times. This type of economy has a large, competitive retail element, requiring highly skilled people to lead and manage such organisations. Our research indicated that demand for local, regional, national and international retail management recruits is growing in the Irish context, and will continue to rise in the foreseeable future as the Irish economy flourishes, with both indigenous and international brands establishing in the retail environment here.

Why study Retail Management in WIT?

This course combines class-based training with practical assignments. The one-year paid company placement allows students to gain invaluable experience working in a busy retail environment, significantly increasing their potential to secure much sought-after positions on qualification. Each student is required to keep a log of his or her work-related experience during this placement,

and must produce an applied research project upon completion.

Studying Retail Management in WIT

Throughout the course students study the key areas relating to retail management, specifically retail operations, customer relationship management, general management, store technology and financial management. The broad range of topics covered includes store location & design, international retail, retail entrepreneurship, merchandising, brand management and consumer behaviour. Students spend three of the four years in the classroom and one in the practical environment.

Routes to Retail Management in WIT School of Business

- » Bachelor of Science (BSc) (Hons) in Retail Management (WD127)
- » Bachelor of Business (BBus) (WD159)
- » Higher Certificate in Business Studies (HCBS) (WD003)

Human Resource Management

What is Human Resource Management?

Human Resource Management (HRM) deals with the practices relating to the effective management of people within an organisation including recruitment, promotion, development, performance, reward and release. HRM involves negotiating pay deals, organisational restructuring and managing change. It encompasses the regulation of all things to do with employee protection, welfare and well-being. It is recognised as a key function contributing to organisational performance through its partnership with other functions at all levels within the organisation. If you like working with and managing people, then perhaps the study of HRM is for you. It is quite a broad-based discipline in practice and, as such, is very challenging and rewarding.

Careers in Human Resource Management

A range of opportunities exist for HRM graduates including generalist and specialist HRM roles within private and public sector organisations, management consultancies, employer and employee representative bodies, recruitment agencies and executive selection and search consultancies or as self-employed training specialists. In addition a number of HRM graduates have elected to engage in post-graduate research to Masters and PhD level.

Why study Human Resource Management in WIT?

The WIT BBS (HRM Stream) enjoys membership of the Chartered Institute of

Personnel and Development (CIPD), the main professional body for HRM practitioners in Ireland and the UK. In addition to this benefit, students of HRM also have the option to enhance the skills that are developed throughout the programme during the Flexible Semester.

Studying Human Resource Management in WIT

Studying HRM centres on the people aspects of organisations. In addition to the core business and management areas, such as accounting, economics and marketing, students also study generalist and specialist HRM modules including employment law, employment resourcing, strategic human resource management, training & development and employee relations.

Routes to Human Resource Management in WIT School of Business

- » Bachelor of Business (BBS) (Hons) – HRM Stream (WDo48)
- » Bachelor of Business (BBS) (Hons) – HRM Stream with French (WDo49)
- » Bachelor of Business (BBS) (Hons) – HRM Stream with German (WDo80)
- » Bachelor of Business (BBus) (WD159)
- » Higher Certificate in Business Studies (HCBS) (WDo03)

Graduate Profile



Name: Tara Linnane

Course: Bachelor of Business (BBS) (Hons) - Human Resource Management

Year Graduated: 2006

Tara worked in the HR Dept of Citigroup before undertaking the Industrial Relations Graduate Programme with IBEC. Her role involves assisting the Industrial Relations Executives at Employment Appeals Tribunals and Labour Court hearings, completing submissions for the Rights Commissioners and reviewing policy handbooks to ensure compliance with employment laws.

Tara feels that her degree from WIT really prepared her for such a demanding work environment.

- » It's great to walk into a job and know the employment laws inside out, having studied them in college. »



Graduate Profile



Name: Stephanie Walsh

Course: Bachelor of Arts (BA) (Hons) in Business Management with Law

Year Graduated: 2006

Having completed the Corporate & General Administration degree, a forerunner of the new Business Management with Law degree, Stephanie has now gone on to the Masters in Accountancy. She has been awarded a scholarship with KPMG.

“ The WIT School of Business is really student-oriented and supportive. There's a real vibrancy and enthusiasm there. Also, the post graduate support network helps former students find relevant and exciting jobs - testament to the genuine interest that they take in all of their students and graduates. ”



Business Management with Law

What is Business Management with Law?

In many areas of business there is a need for graduates with a high level of management, administration and legal skills to complete and monitor complex transactions. For example companies, both public and private, need to keep up to date with corporate regulations and compliance, and address ongoing issues of corporate governance. Graduates who complete this specialisation can also go on to work in other more general business areas.

Careers in Business Management with Law

Career opportunities in this area have expanded rapidly with the establishment of the Office of the Director of Corporate Enforcement and the ever-increasing amount of company legislation enacted. Graduates typically go on to careers in the areas of finance, insurance, accounting, company law, pension schemes and corporate compliance. They are likely to work with the large financial institutions and fund administrators or in professional firms such as KPMG, PricewaterhouseCoopers or A&L Goodbody, all of whom have corporate legal advisory services. They may also choose the highly specialised role of Company Compliance Officer, a company's chief administrator who ensures that the company complies with its legal obligations.

Why study Business Management with Law in WIT?

Graduates who pursue this route may go on to complete the Institute of Chartered Secretaries and Administrators (ICSA) examinations, from which WIT has secured substantial exemptions. This professional qualification is recommended by many employers in the industry. In addition, it may be possible in WIT to continue to a masters degree specialising in this area, which should give students full exemptions from all of the ICSA examinations.

Studying Business Management with Law in WIT

Our Business Management with Law programme includes subjects common to all of our business degrees, for example accounting, management, human resources. This enables students to broaden their career options if they wish. Specialist modules on the course revolve around aspects of business management and law including taxation, company law, corporate administration and corporate compliance.

Routes to Business Management with Law in WIT School of Business

- » Bachelor of Arts (BA) (Hons) Business Management with Law (WDo79)
- » Higher Certificate in Business Studies (HCBS) (WDo03)

Enterprise

What is Enterprise?

Enterprise is all about creativity. It captures people's ability to see beyond what is currently offered to develop ideas that launch new ventures, create new products and services and inspire innovative solutions. Enterprise is important for the economy as it generates new markets and new opportunities for growth and development.

Careers in Enterprise

People with entrepreneurial flair are needed in all organisations and are valued for their ability to recognise and exploit opportunities. Graduates wishing to go directly into enterprise may set up their own business, become part of a family business or work in a small business where they have greater entrepreneurial scope and responsibility. They may also become involved in social or community projects where their skills are much needed in championing development and change.

Why study Enterprise in WIT?

The School of Business has a dedicated Centre for Entrepreneurship, which has a wealth of experience of supporting business start-ups and houses a broad cross-section of talented entrepreneurs. During the Flexible Semester students can opt to initiate a new venture, which provides an excellent opportunity to experience a live start-up environment whilst gaining academic credits.

Studying Enterprise in WIT

Students of enterprise are exposed to all aspects of business. The emphasis is on learning in a fun and supportive environment that encourages active participation, networking and interaction. The modules are designed to sharpen your entrepreneurial skills and potential and include topics such as the characteristics of an entrepreneur, financing your business, marketing your own product/service, innovation, preparing business plans and the management of the small business. In year 3 students are encouraged to set up and run a new business for a semester. This gives students a chance, in a supportive environment, to test the water and see if they would like entrepreneurship as a career choice.

Routes to Enterprise in WIT School of Business

- » Bachelor of Business (BBS) (Hons) (WDo48)
- » Bachelor of Business (BBS) (Hons) – French (WDo49)
- » Bachelor of Business (BBS) (Hons) – German (WDo80)
- » Bachelor of Business (BBus) (WD159)
- » Higher Certificate in Business Studies (HCBS) (WDo03)

Graduate Profile



Name: Debra Beresford

Course: Bachelor of Arts (BA) (Hons) in Marketing

Year Graduated: 2004

Debra has already gone on to set up her own business. She feels that the subjects covered during her degree were of enormous assistance to her.

- “ We did Business Plans in 4th year – it covered everything I needed to know. I used the template when preparing to present to my bank when I was looking for finance for my business. I couldn't have done that without the course. We also covered financial accounting which I use in my daily activities now. ”



Student Profile



Name: Sean Dalton

Currently Studying: Bachelor of Arts (BA) (Hons) in Business Information Systems (BIS)

Sean 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.

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

“ 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. ”



Business Information Systems

What is Business Information Systems?

Business Information Systems (BIS) involves the development, application and management of information systems in business. BIS is now recognised as a critical value-creating component within business across all industries and sectors. Knowledge-based industries and the effective use of e-business, internet technologies and data management now provide many and varied career options to BIS graduates.

Careers in Business Information Systems

The combination of business and information technology skills gives the BIS graduate a broad range of career opportunities. A significant demand exists for BIS professionals across many different business environments nationally and internationally. Graduates from this programme can pursue a career as business/systems analyst, IT project manager, business consultant or programmer, or in web and eCommerce development, database development and administration, information systems and business management.

Why study Business Information Systems in WIT?

The BA in BIS is very student-focused and a very team-oriented approach to learning is adopted. Significant resources have been invested in providing the latest in software, hardware and learning resources in the new Library and Information Technology Centres, which are among the best in Ireland. Close links have been established with many organisations who contribute to the development of the BA in BIS, ensuring that

the programme meets the current demands of industry. The up-to-date programme content combined with industry experience gained during the paid six month work placement gives the student a distinct competitive edge when they enter the workforce after graduation.

Studying Business Information Systems in WIT

The main objective of the BA in BIS is to provide graduates with a strong business and information technology skill set so that they have the ability to make a significant and immediate business impact in the workplace. Students who enter the BIS programme will have already successfully completed two years of general business on an undergraduate business programme such as the Bachelor of Business Studies, the Higher Certificate in Business Studies or equivalent. The two year BIS programme then develops skills relating to the application of business information systems in the critical areas of database design, IS analysis and design, electronic business, programming, project management and strategic management, while also developing the students personal and communication skills.

Routes to Business Information Systems in WIT School of Business

- » Bachelor of Arts (BA) (Hons) in Business Information Systems (WD122)
- » Higher Certificate in Business Studies (HCBS) (WD003)

Post Graduate Studies and Research Opportunities

As one of Ireland's largest integrated business schools, we offer a broad portfolio of taught and research postgraduate programmes to students who have completed a degree in business.

MBS Accounting

The MBS in Accounting is a one year taught programme aimed at preparing business graduates for entry into the accountancy profession. The programme is a fast track to a career in accountancy, earning generous exemptions from the professional institutes.

MBS Economics and Finance

This masters concentrates on the research and analysis of economic, financial and market information.

MBS Management

The MBS in Management concentrates on the analysis, evaluation and development of the manager and his or her decision-making capabilities.

MBA International Business

The MBA in International Business is an international qualification for students with some experience in management and takes one year to complete.

MBS Internationalisation

The MBS in Internationalisation is concerned with critical aspects of business formation and development across borders.

MBS Marketing

The MBS in Marketing is a specialist masters focusing on analysing and evaluating customer relationships to enhance organisations.

MBS Corporate Administration

This one year programme concentrates on enabling students to advise on governance policy and practice in organisations.

MBS Human Resource Management

The MBS in Human Resource Management examines people-driven strategies that can shape the future direction of firms.

MBS & PhD by Research

The School of Business offers research opportunities in a wide range of business disciplines. The core disciplines are accountancy, finance, economics, management, human resources, strategy, change management, international business and e-Commerce. Research can also be undertaken within a number of research centres, namely the Waterford Crystal Centre for Marketing Studies, the Centre for Entrepreneurship and the Centre for Management Research in Healthcare and Healthcare Economics.

The School of Business also offers programmes to executives and entrepreneurs.

For further information on these programmes see our website www.wit.ie



Course Name	Level	CAO Code	Duration	Specialisms available	Work Experience /Flexible Term	Professional Exemptions	Follow-on courses available
Bachelor of Business (BBS) (Hons)	8	WD048 WD049 (French) WD080 (German)	4 years	» Accounting » Marketing » Economics & Finance » Management » Human Resource Management	Year 3 Semester 2 Flexible Semester » Work Placement » Study Abroad » Entrepreneurship » College & Community	ACA, ACCA, CIMA, CIPD, MII	» Masters of Business in Accountancy » Masters of Business in Internationalisation » Masters of Business in Marketing » Masters of Business in Economics & Finance » Masters of Business in Management » Masters of Business in HRM
Bachelor of Arts (BA) (Hons) in Business Management with Law	8	WD079	3 years	Management and Finance	Accelerated Programme	ICSA	Masters of Business in Corporate Administration
Bachelor of Arts (BA) (Hons) in Accounting	8	WD084	3 years	Accounting	Accelerated Programme	ACA, CIMA, ACCA, CPA	Masters of Accountancy
Bachelor of Arts (BA) (Hons) in Marketing	8	WD095	4 years	Marketing	Year 4 Semester 1 Work Placement or Study abroad 1 full year	MII	Masters of Business in Marketing
Bachelor of Science (BSc) (Hons) in Retail Management	8	WD127	4 years	Retail Management	Year 3 Semester 2 & Year 4 Semester 1 Work placement	N/A	Masters of Business in Management
Bachelor of Arts (BA) (Hons) in International Business	8	WD134	3 years	International Business	Year 3 Semester 1 Study abroad	N/A	» International MBA » Masters in Business in Internationalisation
Bachelor of Arts (BA) (Hons) in Finance & Investment	8	WD160	3 years	Finance	Accelerated Programme	Early stages of main professional bodies	Masters of Business in Economics & Finance
Bachelor of Business (BBus)	7	WD159	3 years	General business subject areas	N/A	Early stages of main professional bodies	BBS (Hons)
Higher Certificate in Business Studies (HCBS)	6	WD003	2 years	General business subject areas	N/A	Early stages of main professional bodies	» BA (Hons) of Business Information Systems » BA (Hons) Financial Services » BBS (Hons) » BBus, Bachelor of Business
Bachelor of Business (BBS) (Hons) in Financial Services	8	WD074	2 years	Financial Services	Year 1 Semester 2 Work Placement	Early stages of main professional bodies	Masters of Business in Economics & Finance
Bachelor of Arts (BA) (Hons) in Business Information Systems	8	WD122	2 years	Business Information Systems	Year 2 Semester 1 Work Placement	N/A	Masters of Business in Management

Note: more detailed information on our courses is available in the Institute's Prospectus and on our website www.wit.ie



Waterford Institute of Technology
INSTITIÚID TEICNEOLAÍOCHTA PHORT LÁIRGE



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