

DBS



Dublin
Business
School



UNDERGRADUATE

COURSE CATALOGUE

Autumn 2026

Please note DBS is currently undergoing a process called programmatic review.

This is where some of our programmes are reviewed and updated every 5 years. As such, some of the modules listed in this catalogue may change slightly from what is currently advertised.

How to use this catalogue and record your choices

1. Choose your electives modules/course in order of preference 1 to 10 (the most important first (Number 1), the least important = Number 10)
2. Include the module or course code
3. Indicate the exact number of modules/courses required and the credits required
4. Students are required to attend all scheduled classes for which they are initially registered. Auditing of courses (modules) is not permissible.
5. Students may sometimes request a change of module and there may be applicable specific reasons where:
 - (1) An error by DBS has been made
 - (2) The home college does not approve of the module, post-registration
 - (3) The module has an online element which is not allowed or logistically possible for the student to participate in
6. Modules marked with an asterisk have a portion of hours allocated to live online delivery

Please note for modules of a technical or specialised nature specific programme entry requirements will be required.

Number of Courses/Modules Required	<insert>
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Choice	Title	Code
Example	Introduction to Politics	A6AR004
1		
2		

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School of Business & Law - Fall Semester Options

Year 1

Applied Digital Skills for Business B6BU111

Learners will further develop and deepen their digital skills developed in Applied Digital Skills for Business in Stage one. Learners will apply their skills to develop optimal database and spreadsheet solutions for given scenarios. Learners will contextualise the role that applied digital skills play in enabling business. They will investigate the legal issues and responsibilities that have emerged for data controllers and apply techniques to validate and control data entry in applications. Learners will learn how to secure, and audit data stored in applications and consider some of the ethical concerns in database design.

Business Context and Organisation B6BU122*

Business Context and Organisation is an introductory business module for students in year 1, level 6, of a level 8 honours degree. It introduces students to analysis and understanding of the external Business Environment/Business Context in which businesses need to operate and survive and helps them to understand the impact of external environmental factors on the organisation's strategy and success. It introduces the Internal business environment and its impact, and seeks to familiarise students with core business functions, Operations, Finance and Human Resources Management, (Marketing is covered in a different module). With the functions, the module aims to examine the contribution of, and the concerns of, the various functional areas and sample out some practical skills. This module seeks also to introduce concepts of organisational change, ethics and entrepreneurship. It provides a thorough underpinning foundation for subsequent business/management modules.

Business Environment B6BU104

This module introduces learners to external environmental analysis, organisational structure and organisational culture. Students will also look at the concerns of the main organisational functions: operational, financial, marketing and human resource management. The importance and influence of the context of business, how business is organised, and the contribution of the various functions will also be studied. It gives a basic awareness of some legal constraints and issues in business.

Business Maths B6BU109

This module introduces learners to a set of widely applicable quantitative skills for use in relevant business situations. The material provides the foundations for other areas on the programme where numeracy is required. The assessment will include a spreadsheet (e.g., Microsoft Excel) assignment which is undertaken in conjunction with the IT Skills for Business module.

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Computer Architecture B6IS113

This module introduces the learner to theoretical aspects of computer science. The essentials of computer architecture and organisation are explored and how components such as the CPU operate and interact, Memory signals, Data, Flags Registers. To give the student an Introduction to Assembly language. It will cover fundamental computing topics such as circuits, logic gates and Boolean algebra. It is designed to support and enhance understanding by providing learners with practical experience of implementing basic programs in Python by using the Raspberry pi.

Constitutional Law B6LW104

This module is designed to provide learners with an understanding of constitutional law. In particular, the module will introduce learners to the Irish Constitution and review the historical developments that led to the enactment of Bunreacht na hÉireann 1937. The primary focus of the module will be on the organs of state and the issue of fundamental human rights.

Contract Law B6LW133

This module is designed to give learners a clear grounding in the law relating to the creation, enforcement and discharge of contracts in Ireland.

Criminal Law B6LW100

This module covers the general principles of Irish criminal law, the main offences against the person and offences against property. It deals with all the core areas required of learners who intend to go into practice.

Digital Content & Media Tools B6DM102

Digital literacy and content creation are key skills for a young professional wishing to add value to a marketing or sales office in the general business or the tourism areas. This module will allow students to discover how social media, companies' digital strategies work (and don't work). Secondly, learners will create a fully functioning website creating a website and content, use SEO (Search engine Optimisation), use basic HTML editor, embed audio and video and link through social media (Facebook, LinkedIn).

Digital and Media Skills for Business B6BU106

Learners will build practical skills in file management, word processing, desk-top publishing, presentation, spreadsheet, software tools. Learners will format and publish content for both traditional print-based media and digital/social media. They will also identify key computing technologies.

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Economic Perspectives B6AF117*

This module provides an introduction to fundamental concepts that are essential to understanding the complexities faced by businesses in the modern world. It familiarises the learners with economic and legal concepts and principles relevant to the development of a business. This module provides learners with the knowledge, skills, and competencies to understand the business world and to discover the areas in which they want to develop personally. In addition, the module prepares the learners for the modern workplace.

Foundational Academic Skills B6AF116*

This module provides the learners' with knowledge of the behaviour required to transition into third level education. The module builds upon existing learning and equips the learner with the skills required in an academic and the business context. This module provides learners with the practical strategies to thrive both as individuals and in teams in a third level environment. The module is specifically designed to develop the following skills and competencies: academic and referencing, the ability to operate in groups, and the techniques of effective public speaking.

Fundamentals of Accounting B6BU107

This module equips learners with the ability to prepare and understand basic financial statements for sole traders as well as developing a fundamental knowledge of the underlying principles of financial accounting. Learners will also gain knowledge in calculating and processing periodic adjustments to financial statements in line with GAAP.

Fundamentals of Information Systems B6IS111

The module introduces learners to the role of Information Systems in a business organisation. It focuses on how modern businesses use information technology and systems to support management, business functions and activities. Multiple emerging digital technologies are becoming the basis of competitive strategies that are having a profound impact on existing businesses and creating opportunities for new ones. Various approaches to acquiring a new information system and selecting the approach most suitable for different enterprises are examined. Practical usage of key software and analytics to develop solutions that enhance business intelligence is also an integral component of this module.

Fundamentals of Marketing B6BU108

This module introduces the learner to basic marketing concepts and theories that provide a broad foundation within the marketing subject area. Lectures will be the primary method of delivery. These are supported by tutorials, seminars and visiting speakers to facilitate further discussion of material and to encourage self-directed learning. Marketing practitioners will be invited to offer briefs to develop the learners' understanding of current practices in marketing led organisations.

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Information and Communications Essentials B6IS003

This module provides learners with an introduction to information technology and communication technology in use in modern environments. The module will provide an overview of hardware devices and various types of software available. Communications will be addressed through basics of networking and network architectures. Also, it will study the evolution of the internet and will provide a high-level description of the underlying technology and techniques related to Internet communications. This module will provide the foundation for other modules in this programme that assume a general understanding of Information and Communication Technology.

Introduction to Cloud Computing B6IS118

This module will develop learners' technical knowledge in the application of cloud computing. Learners will gain an understanding of the fundamental concepts and architecture of cloud computing. They will learn about the key stakeholders, technologies, products, services, platforms and applications that enable cloud computing. An evaluation of the benefits, challenges, and risks of implementing cloud computing, including security threats and how to mitigate against them.

Introduction to Legal Research Skills B6LW106

This module is designed to provide learners with the necessary skills to assist their studies for the programme. The module will focus on developing the skills required for studying law and working as a legal professional in relation to legal research and legal and scholarly writing, including the use of the law library and electronic resources.

IT Skills for Law Students B6LW130

Teaching activities will encompass traditional style lectures using a variety of multimedia tools, combined with tutorials. The content of the module will be delivered through classes and tutorials, utilising a combination of slides, case study-based learning, and problem-solving workshops, highlighting the practical application of IT skills to the learners. Furthermore, interactive learning tools, reflection on learning experiences and formative individual and group learning and assessment will also be employed. All interactive class learning will encompass both individual and group work.

Legal Systems B6LW132

This module is designed to provide learners with an overview of the key components and structures of the Irish Legal System. The module will introduce the learner to the sources of law within the Irish legal system. The module will set out the structure of the Courts to include discussion on the reliefs available and the appellate jurisdiction of the Courts. The module will also cover vital concepts such as precedent and the rules of statutory interpretation.

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Mathematics and Statistics for Computing B6AF110

This module will equip learners with the basic knowledge of mathematical and statistical techniques which underpin several areas of computing. These areas include programming, software development, data science, machine learning, etc. The concepts learned in this module will help to develop analytical ability for decision making and problem solving.

Mathematics for Business B6AF113*

This module introduces the learner to concepts and techniques within mathematics and statistics that are relevant in the modern accounting and finance environment. Learners will study different data collection methods and sampling techniques, along with appropriate methods for summarizing and presenting data. Learners will apply various theories and concepts of research techniques and demonstrate how mathematical models can be applied to research activities. The module will enable learners to cultivate an approach and methodology for solving contemporary business problems using appropriate mathematical models.

Principles of Accounting B6AF111*

This module equips learners with the ability to prepare and understand basic financial statements for business entities, as well as developing a fundamental knowledge of the underlying principles and concepts relating to financial accounting.

Programming Fundamentals B6IS104

The aim of this module is to provide a solid grounding in programming. Learners will develop the ability to formulate problems logically; to design, write, test and document code through the development of programs. They will be introduced to basic programming constructs such as data types, variables, input, output, control structures, arrays, as well as object-oriented concepts. Using an object-oriented programming language and a current integrated development environment (IDE). To enable learners to demonstrate understanding of the planning, design, implementation testing and documentation of real-life applications through the use of sample programs.

Year 2

Algorithm and Data Structure B7IS115

This module will provide the students with solid foundations in the basic to intermediate concepts of data structures and algorithms, along with their implementation in a programming language.

Business and Company Law (Irish Variant) B7LW119*

The module is designed to enable learners to Explain the application of Irish business law in the field of accounting and finance and related business environments. Appraise business situations, their legal parameters and the concurrent legal

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obligations that arise in certain situations. Discuss the corporate regulatory regime and the obligations it imposes on the accounting and finance sector. Apply legal rules and principles relating to factual business situations. Present appropriate legal information with supporting materials in an effective and concise manner.

Business Economics B6BU114

The module is designed to expose learners to the various economic perspectives existing in the world today; be it left/right wing, economic nationalist/globalist; learners will also apply the theoretical frameworks learnt to any industry/economy to enable them to have a sophisticated view of the major changes taking place outside the classroom

Business Ethics and Research Practice B7BU128*

The module will provide the environment to assist the learner to apply ethical principles in a given situation whether in business practice or in research. The importance of leadership and teamwork in relation to ethical practices will be appraised. Learners will be encouraged to scrutinise both Irish and international government legislations, policies and company responsibilities in relation to ensuring ethical business and research practices. The module will be delivered using a combination of teaching and learning strategies including lectures, case studies, published research papers, and self-directed learning. In addition, the module will provide workshops enabling students to debate and apply their knowledge to practical business situations.

Digital Business Solution B7BU127*

The Digital Business Solutions module focuses on the integration of digital technologies and information systems to drive business success and innovation. It explores the role of digital tools and platforms in optimising business processes, enhancing decision-making, and enabling digital transformation. The module equips students with the knowledge and awareness of digital solutions for competitive advantage in today's rapidly evolving digital business landscape. From the knowledge gained in examining various technologies in the digital environment, learners will apply techniques in the design of various digital business solutions. Business intelligence insights will be obtained through the design of digital dashboards utilising appropriate visualisations. Through evaluating e-business best practices, students will exercise creativity in designing an innovative web solution.

Commercial Law B7LW117

This module is designed to provide learners with a rounded understanding of Commercial Law and the leading legal issues influencing the functioning of the commercial environment on a domestic, European and International level. The module is aimed at learners who have an interest in developing their knowledge and understanding of the commercial actors whose roles and functions are a core component of all commercial activity and progress.

Company Law B7LW112

This module is designed to provide the learner with a depth of knowledge and understanding of the fundamental legal principles relevant to the development of commercial life in Ireland where the vast majority of those engaging in the

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business environment choose to operate, regardless of size, by seeking the benefit of limited liability for the purposes of their business activities, be they for profit or not. The module will deliver, examine and reflect upon the breadth of relevant material from company formation through to winding up and examination through the perspective of on-going

Intercultural Management B7AF116*

This module introduces learners to the theory and practice of respecting all cultures. It is intended for learners to practice, rehearse, and improve their oral, written, and presentational communication skills. In a team, learners will work creatively to position themselves in a global business-related context using defined theoretical concepts. On completion of the module, learners should be able to demonstrate the practical knowledge and skills to develop sustainable solutions for intercultural problems, through mutual cultural respect. This module is ideally suited to those learners wishing to work in international business.reform.

Contemporary Marketing Communications B6BU113

This module will enable learners to examine the well-established media of advertising, sales promotion,direct marketing, public relations and sponsorship, in addition to the newer electronic forms of marketing communications in an integrated manner. By blending and integrating advertising, promotions, and marketing communications together, learners will be equipped with the information they need to understand the process and benefits of successful IMC campaigns and how these methods are important business activities to promote any successful business. Lectures will be the primary method of delivery and will additionally include guest lectures from industry experts.

Cost Accounting B7AF107

This module introduces learners to cost and management accounting and provides the knowledge and understanding to apply the basic principles, concepts and techniques of management accounting in commercial situations.

Critical Thinking Skills B6BU115

This module aims to develop skills and competencies in critical reading, writing and thinking and in so doing, promote awareness amongst learners of the importance of disciplined reading, writing and thinking. It has been designed to specifically support the learner in the development of a disposition for good reasoning and evidenced-based thinking along with the technique of effective public speaking aiding good communication in verbal and written formats in a variety of contexts. This module builds upon existing learning and equips the learner with the skills required in an academic and the business context. This module provides learners with the practical strategies to thrive both as individuals and in teams in a third level environment.

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Data Communications & Networks B7IS117

This module introduces the learner to Network concepts and theories whose key objective is to provide a comprehensive foundation within the Networking subject area. Lectures will be the primary method of delivery, and will be supported by tutorials to facilitate further discussion of material and guidance for self-directed learning. To make the Networks less abstract there will be hands-on activities. An Intranet site exists for the module where supplementary material and appropriate relevant links will be available.

Business Psychology B7BU130*

This module introduces learners to empirical research methodology and key topics in Psychology. Lectures derive from a number of sub-disciplines including History and Schools, Social Psychology, Cognitive Psychology, Developmental Psychology, Abnormal Psychology, Health Psychology and Organisational Psychology.

Social Psychology B7PY102*

This module introduces learners to the field of social psychology, and to understanding the individual's behaviour within social contexts. Particular emphasis is placed on social behaviour within workplace settings.

Principles of Business Law B7LW104*

This module is designed to provide learners with a foundation in the fundamental principles relevant to the manner in which the legal system operates and an introduction to the primary areas of law relevant to business. The module provides a gateway for those learners who will go on to pursue further legal studies. For those learners who will not be pursuing any further legal studies this module provides knowledge and understanding of the legal system insofar as it applies to the primary areas of business.

Employee Relations and the Law B7BU131*

This module is designed to provide learners with the fundamental principles applicable to the employment relationship, the influence of EU law and will further go on to examine principal legislative enactments affecting both parties. The regulatory fora relevant to the resolution of disputes will be investigated and the role of Alternate Dispute Resolution (ADR) for those parties seeking an alternative resolution.

Organisational Behaviour for Managers B7BU132*

This module will introduce learners to the principles, concepts and techniques required to understand the core components of business finance and internal/external financial analysis. Students will develop a knowledge and understanding of finance in the key areas of financial reporting, budgeting, variance analysis, performance evaluation and the role of various stakeholders.

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Social Media Marketing and Analytics B7MK047*

Demonstrate a comprehensive understanding of fundamental social media marketing principles, including platform dynamics, audience engagement strategies, and content creation. Develop proficiency in collecting, analysing, and interpreting social media analytics to inform marketing strategies. Create comprehensive social media marketing plans incorporating current tools and platforms. Assess emerging trends and technologies in social media, understanding their potential impacts on marketing strategies and Consumer Buyer Behaviour. Demonstrate an understanding of the ethical considerations and societal impacts of social media marketing, ensuring responsible communication and adherence to legal standards.

Project Planning and Control B7BU100*

This module provides the learner with an understanding of the importance of Project Planning and Control in Project Management within organisations. It assists learners in adopting an appropriate project management perspective with regard to the management of projects within organisations.

Project Feasibility B7BU134*

This module provides the participant with an understanding of the importance of Project Feasibility in Project Management. The module assists learners in adopting an appropriate project management perspective with regard to the importance and relevance of Project Feasibility within Project Management.

Financial Management B7AF118*

This module introduces learners to financial management principles. The module provides learners with the knowledge and understanding to apply the basic principles, concepts and techniques of financial management in commercial situations.

Financial Analysis and Reporting B7MK042*

This module will help learners to interpret financial and related information in a manner to facilitate stakeholder decision making. The learner will also be able to interpret relevant financial and non-financial data to facilitate commercial decision-making. This module is a 5 credit module which is designed to help marketers understand Statements of Cash Flows from Statement of Financial Position and Statement of Profit or Loss to facilitate decision-making with regard to budgeting. Investment appraisal techniques and Budgeting processes are central to ensuring that a marketing professional can appreciate the financial impact of marketing decisions.

Web Marketing Design & Development B7MK046*

This module will allow the learner to demonstrate proficiency in web design principles within a marketing context, to design and implement AI-enhanced web experiences by the optimisation of user flows, generation of wireframes, and

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enhancement of the overall customer journey and learners will be able to strategically leverage search engine optimisation techniques to enhance the visibility and performance of web pages.

Sustainable Events Management B7MK049*

In identifying the characteristics of mass and micro media alternatives, this module will help learners to distinguish between the various marketing communications tools and decision-making roles in a marketing context, to plan promotional campaigns from a practical and theoretical perspective, addressing media and advertising strategies and will help learners to interpret the current ethical issues which impact on the use of marketing communication strategies.

Marketing Communications B7MK121*

This module will enable learners to examine advertising and promotions through the lens of integrated marketing communications. By blending and integrating advertising, promotions, and marketing communications together, learners will be equipped with the information they need to understand the process and benefits of successful IMC campaigns. Lectures will be the primary method of delivery, and will also include guest lectures from industry experts.

Marketing Research B7MK041*

Marketing research is vital in helping managers to understand consumers intimately in order to take marketing decisions and design successful integrated marketing plans. Asking the right question is often the most difficult task to undertake in order to gather metrics and analyse these. Due to information technology overload, today's marketing managers will need to be able to draw insights from data metrics. In this module, learners are encouraged to go through the research process by practicing marketing research. Developing a research proposal for a marketing situation, designing a marketing questionnaire, undertaking research and analysing marketing data will be stages of the overall course assessment, knowing that each part represents a building block. Finally, learners will present their marketing research findings in the form of a poster.

Events Planning and Operations B7MK048*

This module will identify the principal stages and understand the importance of the various stages in the event planning process. It will help learners to appraise events from a number of perspectives including execution, risk, health and safety and evaluation and will examine a range of issues related to contemporary events planning and operations including logistics, project management and social media design for events.

Financial Accounting B7AF102

Financial Accounting builds on the knowledge acquired in Level 6 and develops and applies this further to the preparation and interpretation of financial statements in accordance with generally accepted accounting principles.

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Software Engineering B7IS127

Learners will develop an in-depth understanding of the fundamentals of Software Engineering such as the software process, agile development, requirements engineering, software testing and Unified Modelling Language (UML). The module also covers advanced software engineering topics including software reuse, component-based, distributed service-oriented and embedded software engineering, quality management and process improvement.

Object-Oriented Programming B7IS111

Learners can apply the principles of object-oriented software development to the translation of a problem description into a robust object-oriented program. This course aims to be an extended version of Programming Fundamentals. Learners will develop and understand advanced classes and objects, text processing, inheritance, polymorphism, the creation and management of packages, GUI applications recursion and database programming in theory and demonstrate their skills in the labs.

Organisational Behaviour B6BU116

This module will provide students with the ability to recognise the Individual, Group and Contextual /Organisational influences on performance and satisfaction of employees and groups. Use organisational behaviour theory to inform their analysis/diagnosis of people-based organisational issues. Design/redesign practices and systems as solutions to organisational people-based issues. Recognise individual differences and value diversity. Manage work relationships and teams and groups.

Web Development 1 B7IS129

This module builds on the knowledge gained in Introduction to Web Development. Students' practical skills will be enhanced by adapting their static websites into more dynamic projects through JavaScript and JQuery. Students are introduced to the ASP.NET environment and convert a basic HTML site into an ASP.NET project.

Database Systems B7IS121

The module will introduce the learner to the basic concepts in the theory and design of databases, looking at the benefits and drawbacks of different Database systems. Learners will build on this knowledge to design and develop relational database solutions at conceptual, logical and physical levels. Learners will gain practical skills in relational database management systems, SQL and database programming. This module will examine database security, mechanisms to prevent threats and administer user privileges.

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Mooting and Professional Practice B7LL106

The main focus of this module is to give learners a practical opportunity to develop research, legal writing and advocacy skills and introduce them to the relevant ethical principles concerning professional practice.

Law of Tort B7LW116

This module is designed to provide learners with a detailed understanding of the rules and principles relating to the Law of Tort. The module begins by examining the tort of negligence in detail and reviewing each of its elements. The module then proceeds to examine several other torts such as Occupiers' Liability, Liability for Defective Products, Nuisance and Defamation.

Management B7BU126*

This module introduces the learner to the nature of management and advocates for the importance of good managerial practice in contemporary organisations. The module is designed to explain the basic managerial functions. It identifies how the environment affects organisations and how organisations in turn create change within and adapt to their local and global environments. Learners need to know, as they enter a new decade and century, how management has evolved and continues to be influenced by external institutional and cultural factors. These changes bring with them emerging trends and special challenges for the manager in domestic and international environments. An increased emphasis is placed on entrepreneurship, innovation and change management and operations and supply chain management.

Marketing and the Economy B7MK043*

The module will employ active learning strategies discussing how global economic trends are evolving with respect to a range of developments and their impact on marketers. Interpret the impact of behavioural economics on marketers, Assess the impact of global economic trends on specific organisations within a range of sectors, Evaluate the function of various institutions and international trade agreements in the context of international business and marketing.

ESG and Ethics B7AF110*

The module will employ active learning strategies, including group discussions, case studies, reflective journaling, peer feedback, and experiential exercises to engage learners actively in the learning process. Concepts learned in the module will be applied to real-life scenarios, ensuring that learners can immediately apply their knowledge and skills to their personal and professional development.

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European Union Law B7LW108

European Union law is an area of law that is rapidly evolving and expanding. This module is designed to equip learners with practical knowledge and understanding of the core principles of European Union law, with particular reference to the role which EU law occupies within the domestic Irish legal system. The module is primarily concerned with the institutional structures of the European Union and it also examines the key EU policy areas.

Law of Real Property B7LW131

This module deals with the law of real property in Ireland and the rights and liabilities arising under it. Learners will be exposed to the common law principles, equitable principles and legislation which rules the various ways property may be held, acquired and alienated. The various estates, interests and rights which make up ownership will be considered as well as their registration. The use of land as security, rights in or over the land of another will also be considered. The module also discusses succession to the property of deceased persons.

Introduction to Cost Accounting B6BU112

The module introduces learners to cost accounting and provides the knowledge and understanding to apply the basic principles, concepts and techniques of cost accounting in commercial situations.

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Year 3

Sustainable Marketing B8MK040*

Marketing has been transformed by the changing relative power of various stakeholders (including the customer) and the ever-increasing need to address sustainable issues for the future of our planet. This a growing trend has brought about a new consciousness WTE is the whole-time equivalent number. The number 1 indicates a full time person fully dedicated to the programme. 0.5 indicates a part-time person available to this programme half of the time. aims to redefine marketing by requiring learners to participate and actively affirm their contributions to a more sustainable global society. Learners are asked to innovate a new sustainable offering or redesign an existing offering to recommend a sustainable marketing plan using digital technologies. In this module learners will be introduced to a body of knowledge related to sustainable marketing practices that they will apply to their individual projects.

Systems Analysis and Design B7IS137

Systems analysis and design are core elements of systems development. It is a proven methodology that helps both large and small businesses reap the rewards of utilising information systems to their full potential. The main goal of systems analysis and design is to improve organisational systems by developing software that can help employees accomplish key business tasks easily and efficiently. Systems analysis is the process of turning a set of user requirements into a logical system specification while systems design takes the logical specification and converts it into a set of designs that can be implemented to create a working application. The aim of this module is to provide learners with the skills and techniques required for the planning, analysis, design and implementation of successful information systems.

Taxation Systems Irish Variant B8AF123*

Effectively understand and interpret the operations of the Irish taxation system including the overall function and purpose of taxation in a modern economy. Quantify the tax, social insurance and universal social charge liabilities of individuals and companies to an advanced level. Develop and apply basic tax planning techniques for individuals and companies. Identify compliance and other ethical issues in a contemporary context. Explain and calculate the charge for Value Added Tax, Capital Gains and taxation on Residential Property.

Strategic Management B8MN126*

Learners will be provided with the knowledge, skills, concepts and tools necessary to understand and respond to the increasingly complex, global, volatile, and dynamic context in which organizational strategy formulation and development take place today. This module will conduct a detailed study of the nature of strategy content and of strategic processes in a variety of settings.

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Global Business B8MN102*

Learners will absorb and process the major global trends in the business world, assess their business implications, and generate strategic options in response. They will gain an understanding of the factors that drive the attractiveness of international markets, possible modes of market entry, and be able to evaluate global financial and economic trends.

Organisational Psychology B8PY101*

This module builds on the learner's knowledge of topics within psychology, to focus specifically on organisational applications. Learners will explore both classic and contemporary approaches to areas including effective human resources decisions and actions, employee attitudes and behaviours, the role of social groups within the organisation, and health and well-being at work.

Personality and Individual Differences A8PS054

This module provides an overview of the different theoretical perspectives used in Psychology to understand individual differences in personality and intelligence. It also aims to provide learners with an understanding of how the theoretical and empirical findings can be applied to the work environment.

Human Resource Development B8MN124*

The module gives learners an opportunity to focus on the HRD (Human Resources Development) aspect of Human Resources Management and the theory of adult learning processes. They will apply these through analysing needs and designing and implementing learning interventions in support of Organisational strategy. The module also gives learners an indication of the real world of HRD by introducing them to the politics and dynamics of the modern HRD function.

Contemporary Performance Management B8BU106*

This module helps learners to develop and implement innovative performance management strategies to improve talent management, employee engagement and business results. It presents a holistic approach to performance management. Most organisations have performance management processes in one form or another, but these are often based on formal annual reviews, forced rankings and directly linked to pay decisions. These traditional approaches are often at the expense of ongoing, continuous feedback and focus on looking back at what has or has not been achieved rather than looking forward. Direct links to pay decisions avert attention from people's development, and managers often get lost in the bureaucracy of complex forms rather than fully engaging with their people. This module details how to build a culture of ongoing feedback and coaching and provides case studies of how this approach to building performance has been effective in organisations including Deloitte, Gap, Expedia and Google. Filled with practical advice, including how to deal with underperformers, it enables organisations to remove overly bureaucratic and ineffective systems based on top-down judgments and ratings, and demonstrates how to get line managers' support for the process focusing on actionable feedback and growth.

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Corporate Law and Governance B8LW103*

This module builds on the learner's prior knowledge of law and explores corporate laws and governance with an emphasis on the strict regulation that companies must comply with in order to ensure effective corporate governance.

Advanced Business and Commercial Law B8LW105*

This module is designed to provide learners with an in-depth understanding of specific areas of business and commercial law and the leading legal issues influencing the functioning of the commercial environment on a domestic, European and International level. The module is aimed at learners who have an interest in developing their knowledge and understanding of the regulatory restraints and obligations imposed upon the operation of commercial entities.

Project Planning Techniques B8BU112*

This module provides the participant with an understanding of the importance of Project Planning Techniques in Project Management. The module assists learners in adopting an appropriate project management perspective with regard to the importance and relevance of Project Planning Techniques within Project Management. The second semester provides the context for application of theories and concepts to the workplace, the project management simulation will take the form of participation in a business game where learners will apply the knowledge they have gained to resolve a workplace problem incorporating role play. Students will assess their skill acquisition across the programme and prepare a Personal Development E-Portfolio which they can use subsequently to aid career choice and continuing professional development.

Project Management and Evaluation B8BU111*

This module provides the participant with an understanding of the importance of Project Management & Feasibility in Project Management. The module assists learners in adopting an appropriate project management perspective with regard to the importance and relevance of Project Management & Feasibility within Project Management.

Data Management and Analytics B8IS135*

High quality data and discovering patterns is an essential component of a modern organisation. Enterprises now rely on their data assets to make informed and increasingly effective decisions. Data analytics involves processes and activities designed to obtain and extract useful information from available data stores. The emergence of large-scale data sets (referred to as 'Big Data') enforced a reassessment of traditional data management and analytic techniques.

Digital Marketing Planning & Management B7MK116

This classroom-based module will offer the learner both the theory and practice of planning, managing and measuring a digital marketing campaign. Planning elements including campaign scoping, deliverables, budgeting and performance reviews will be central to any digital campaign. Consumer engagement and insight into online behaviours are key to appreciation of the new landscape. Understanding the costs, rewards and risks associated with developing any

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interactive digital media campaign will be outlined also. This module will be supported with DVDs, e-materials, and guest presentations.

Emerging Technologies in Marketing B8MK049*

Critically analyse the evolving relationship between marketing research, communications technology, and strategy in dynamic business contexts. Apply innovative techniques for planning and managing marketing functions in digital environments, focusing on operational and strategic aspects. Conduct comprehensive market research to identify emerging opportunities and use empirical data for informed marketing decision-making. Examine and interpret current theories and models in digital marketing, emphasising emerging technologies. Critically assess the integration and impact of digital planning tools and concepts within the broader context of strategic marketing.

Management Practice Project B7BU112

This capstone module introduces the learner to the nature of management and advocates the importance of good managerial practice in contemporary organisations. The module is designed to explain the integrative nature of managerial functions. The module identifies how their environment affects organisations and how organisations in turn create change, through innovation and adapt to their local and global environments. Learners will be encouraged to understand how management has evolved and continues to be influenced by institutional and cultural factors. The module places an increased emphasis on corporate governance, ethics, data mining for performance management, entrepreneurship, innovation, change management and operations and supply chain management. Through the capstone project, learners will be able to synthesise their learning as well as develop and apply project management techniques to the deliverables of a research-focused project.

Marketing for E-Commerce B8MK048*

Explain the core concepts of Digital Marketing as it relates to E-Commerce and its value to businesses. Understand the key considerations when evaluating e-commerce and digital marketing software. Understand Ethical, Social, and Political Issues in E-Commerce. Analyse the major trends in the consumption of online content, online business models for content publishing and concept of media convergence. Critically analyse the customer/s journey of an online two-sided marketplace.

Creativity, Innovation and Entrepreneurship B8MK101*

Creative, innovative and Entrepreneurial education focuses on the development of skills or attributes that enable the realization of marketing opportunities. The module helps to equip learners with an entrepreneurial mind-set at the outset of their career so that they will be more engaged and take ownership of their own success. The understanding of

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'Innovation' & 'Entrepreneurship' in marketing will be a key learning, particularly in the area of capturing value for survival and growth. The module aims to review and introduce the portfolio of skills and competencies required of effective entrepreneurs, introduces learners, and makes them aware of different perspectives, theories, research underpinning marketing, both entrepreneurially, and creativity. This programme immerses the learner in the world of creative business and marketing thinking, helping them to prepare for employment or further study. They will develop their entrepreneurial and creative skills within a marketing context and allow learners to apply them to real life situations.

Visual Analytics for Business Intelligence B8BA105*

This module aims to give students practical skills in modelling, storage access and visualisation of big data, emphasising the key techniques essential to evolving data analytics solutions. This module concentrates upon the importance of visualisation in the effective communication and interpretation of data analysis in enhanced end-user decision making. Business Intelligence and the data storage solutions which support it are a key enabler of effective visualisations, and this module provides a solid grounding in these techniques.

Business Programming B7BU118

This module introduces the learner to programming concepts and theories whose key objective is to provide a comprehensive foundation within the Programming subject area. Lectures will be the primary Method of delivery and will be supported by tutorials to facilitate further discussion of material and guidance for self-directed learning. To make Programming more attractive there will be hands-on activities. An Intranet site exists for the module where supplementary material and appropriate relevant links will be available.

Business Systems Analysis B8BU108*

This module further develops the fundamental elements of planning, control and decision making. The module expands previous learnings to consider performance measurement and evaluation. The module will focus on the application of management accounting techniques to assist management in a range of business scenarios.

Advanced Financial Management B8AF106*

This module provides an understanding of the more advanced investment appraisal techniques and issues which may confront the corporate finance manager in preparing reports to facilitate board decisions. An understanding will be provided of risk assessment and treasury risk management techniques employed to effectively hedge corporate risk exposures.

Advanced Web Development B7IS134

Learners will be provided with the skills to implement more advanced web applications which involves the integration of numerous technologies such as HTML, SQL and C#. This project-oriented module brings together students'

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understanding from Web Development, Database Systems and their programming modules to deliver a unified web application.

Financial Reporting B8AF102*

This module consolidates and progresses the understanding acquired in previous financial accounting modules. It encompasses application of the international accounting standards, accounting for business combinations and current financial reporting developments. As the capstone it facilitates the incorporation of cross modular learning.

Foundations in Data Science B7IS136

The module will equip learners with knowledge and skills in the new field of data science. Learners will be equipped with the skills and principles for collecting, analysing and interpreting data. This module will help the learner to analyse and understand large data sets that are regularly being collated and created within the organisation through normal business practice and via the huge growth in freely available online information.

Audit and Assurance B8AF108*

This module provides the tools and techniques used to conduct an audit investigation whether on a statutory or other assurance basis. Learners will become familiar with the regulatory and ethical environment within which the audit must be conducted. The identification of and the appropriate response to key audit risks will also be applied to practical scenarios.

Business Financial Management B7BU119

This module introduces learners to Business Financial Management principles. The module provides learners with the knowledge and understanding to apply the principles, concepts and techniques of Business Financial Management in commercial situations. It guides learners in examining the different sources of finance and helps them understand the advantages and disadvantages to each source. It enables learners to make informed financial decisions and to appraise investments techniques and decisions. This module aims to provide learners with the knowledge and ability to be able to assess and formulate financial strategies for business and apply sound business management principles.

Contemporary Issues in Law B8LW114

This module is designed to provide learners with an opportunity to explore and engage with current debates in law in areas beyond the core legal subjects. It will also examine the development and reform of law.

Equity and Trusts B8LW116

This Module is designed to give learners a clear understanding of the law relating to trusts and equitable remedies while also providing learners with the skills to critically analyse and apply these legal principles.

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Administrative Law B8LW104

This module is designed to provide learners with a firm understanding of the way in which administrative law regulates the organisation, composition, functions and procedures of public authorities; their impact on the citizen; and the restraints to which they are subject.

Jurisprudence B8LW108

This module examines the main schools of thought in the philosophy of law and the sociology of law.

Event Technologies B8MK047*

Understand the landscape of event technologies and use this knowledge to influence decision making and to adapt strategies to integrate upcoming events into future events. Demonstrate an understanding of event management software for specific event marketing needs. Leverage social media for event promotions and engagement. Analyse the differences between virtual and hybrid events and understand which tools to deploy for effective event marketing and apply best practices to enhance the planning and execution of future events. Evaluate how event technologies can improve sales, profitability and communications to its target audience.

Family Law B8LW112

To critically examine the legislative and judicial regulation of the legal relationship within the context of the family as broadly defined.

Festivals and Outdoor Events B8MK046*

Analyse the position of major events and festivals within a global tourism and leisure environment whilst identifying global and local trends. Critique and evaluate the role of government agencies, funding initiatives and transnational policies involved in promoting the development of major events and festivals as a tourism growth strategy. Recognise the positive and negative impacts that affect local communities and the host countries involved in hosting major events. Appraise the emergence of sustainable policies, green events and global regulatory agreements relating to sustainable tourism. Evaluate how effective the practice of event design and eventscaapes in events can improve sales, IMC marketing and delivery of the event experience.

Law of Evidence B8LW106

This module is designed to equip learners with practical knowledge and understanding of the core principles of the law of evidence, both civil and criminal. The module is broadly concerned with the rules and principles which govern what may be proved in a court of law.

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Employment Law B8LW131

The module content involves a comprehensive study of substantive contractual and statutory employment matters in this jurisdiction together with an overview of applicable procedures. The module examines the essence of the employment relationship and the consequent legal principles arising from recruitment right through to termination.

International Law B8LW101

This module is designed to provide learners with an opportunity to be introduced to public and private international law in its various thematic focuses, to include public international law, international human rights law and international commercial law.

International Marketing Practice B7BU116

This module will expose learners to a wide variety of international companies devising international marketing strategies for a variety of international markets. As national companies need to internationalise, it is vital for marketers to understand how to develop international marketing strategies. Individually, learners will be asked to debate case studies in class and make decisions in international contexts to provide international marketing strategies. In-group, learners will be required to select a Small Medium Sized company and devise a mode of entry strategy and an international marketing strategy to a host country if they are selected. Each week, learners will undertake international market research with the view to build an international research diary. The module balances teamwork with individual work and international external market audit with company internal audit. The final International Marketing Project will be delivered through poster presentations in front of the class.

Consumer Buyer Behaviour B8MK045*

This module develops learner knowledge in Consumer Buyer Behaviour Demonstrate knowledge of Consumer Buyer Behaviour theory, concepts and emerging models in a variety of business and organisational settings and to understand the connection between Consumer Buyer Behaviour and strategic marketing planning. Analyse the significance of the consumer in the overall marketing mix. Appraise contemporary issues in Consumer Buyer Behaviour and evaluate key emerging consumer trends across the marketing and business landscape. Understand how, when, by whom, and in what way the consumer is influenced in making purchase decisions. Demonstrate how to write and reference a report around the topic of Consumer Buyer Behaviour for assessment, presenting key topics in a concise way. Critically evaluate consumer research literature and buyer behaviour theory and understand how it contributes to the general marketing environment.

Environment and Society A8SS002

The current climate and biodiversity crises are ‘natural’ disasters caused by social economic and political structures, and they have social, economic and political consequences. This module will familiarise learners with the causes, history and current state of the crises, and the ways in which various sociology can be useful both in understanding the background

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and human systems underpinning environmental emergencies, as well as in presenting potential ways of adapting. By drawing on the most recent research and theory in environmental sociology, learners will be encouraged to analyse issues not just at a personal level, but more importantly at the level of society. Learners will also consider ways in which humans can respond and adapt to the climate and biodiversity emergency, both as individuals and collectively.

Management Accounting for Performance B8AF103*

Discuss the importance of management information systems, data analytics and the utilisation and management of information. Apply specialist cost and management accounting techniques, including pricing strategies and other relevant decision-making techniques to support and present recommendations. Prepare and interpret advanced variance analysis reports. Evaluate and apply advanced budgeting techniques including behavioural considerations. Evaluate the strategic performance of business entities operating in a modern commercial environment.

Year 4

Big Data: Achieving Scale B8IS119

This module will provide the user with an appreciation of the data management solutions underpinning the exploitation of the value inherent in the large data sets that are regularly being collated and created within the organisation through normal business practice and via the huge growth in freely available online information.

Data Mining & Big Data Analytics B8IS117

This module will help the learner to exploit the value inherent in the large data sets that are regularly being collated and created within the organisation through normal business practice and via the huge growth in freely available online information.

Mobile and Social Computing B8IS138

This project-oriented module develops an understanding of the underpinning theories, paradigms, algorithms, and architectures for building mobile and social software applications. The aim of this module is to enable the learner to appraise the capabilities and range of mobile devices and applications currently available. Students will also appraise social media tools and applications. This module will facilitate the learner in gaining experience in designing, developing, and testing software for social media and for mobile devices. This module aims to develop awareness and understanding of the ways in which mobile and social media impact on organisations and society in general.

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School of Arts -Fall Semester Options

Year 1

Acoustics and Psychoacoustics for Production A6SE016

This module aims to introduce key acoustics and psychoacoustics concepts. The module aims to develop learner's critical listening for recording and mixing decision-making, developing their understanding of how an acoustic space and the positioning of microphones and the sound source, can affect the character and timbre of an instrument, and the effect of phase on the sound. The module also aims to provide learners with the opportunity to experiment and analyse the effects of positioning and placement of audio content with reference to distance from the sound source. The module will also introduce psychoacoustic principles which inform decision making. The module will develop key theoretical concepts of sound.

Analysing Audio A6SE030

This module aims to introduce the audio production and sound engineering skill of listening critically and analysing audio, with both musical and non-musical content. The module will introduce technical analysis of audio, and develop this as a crucial skill for the learner. Learners will develop an awareness and recognition of how analysis impacts themes, structure and development within audio mixes. The module will introduce and dissect the tropes of popular genres, focusing on technical analysis within the constraints of the musical genre. The module emphasises and reinforces these skills practically through the dissection of professional mixes, published works and capturing a performance in various environments. The module reinforces other creative modules within the programme through application of critical analysis.

Audio Tech and Techniques A6FM033

The aim of the module is to introduce the learner to the operating principles of modern audio tools, technologies and recording applications. The module provides detailed insights into audio processing and the operation and signal flow of digital audio workstations and hardware. Learners will complete a number of recordings to understand the principles of capturing sound.

Biopsychology 1 A6PS012

Biopsychology is an area of Psychology that takes a biological approach to understanding behaviour. Biopsychologists study the biological events that underlie all of an individual's thoughts, feelings, and actions. Research in this area focuses on the relationship between brain and behaviour but often extends to physiological processes elsewhere in the body (e.g. peripheral nervous system). This module will introduce the concept of linking behaviour to the brain through a

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discussion of historical evidence and seminal examples. It will outline the various methods of investigation used in biopsychology, how drugs affect behaviour, and explore what is currently known about the neural basis of various psychological and neurological disorders. Before investigating these topics, this module will provide the necessary foundation; a background to the basic nervous system and functioning at gross and cellular levels.

Business for Music Professionals A6SE036

This module introduces the learner to the key concepts and key personnel in the music industry. The module emphasises the practical aspects of the music business, from promotion, pitch, presentation and feasibility of a business idea, music event or production. The module engages the learners in the practical aspects of the music business, developing their business skill set through the realisation of a creative music project.

Composing in the DAW A6SE035

This module aims to introduce the musical skills of active listening, comprehension and composition in the context of composing music within the DAW, with an emphasis on reinforcing these skills practically and through dissection of published music. This module also aims to introduce the skills necessary to compose music within a Digital Audio Workstation. This will include basic midi programming, drum programming and sound design, all with an emphasis on contemporary music composition skills. The module reinforces compositional aspects of other creative modules within the programme.

Thinking Culture & Creativity A6FM050

This module facilitates learners to experiment playfully, examining creativity as a process. This is achieved by connecting studio activities to current exhibitions, seminal creative works and events through which learners will equip themselves with the language, context and grounding to pursue creativity as a career. The field trips will prompt discussion about curation, organisation and successful mediation in the Arts world and will be organic and student-led with formative feedback given by the facilitator.

Critical Listening and DAW Skills A6SE017

This module aims to familiarise learners with the key concepts of critical listening. Learners will be introduced to the concepts of aural comprehension through engagement with visual exercises such as critical listening diagrams. The module emphasises the practical aspects of critical listening, developing learners' auditory comprehension through dissection and analysis of their own and published works. Learners will develop the skills necessary to complete recording, editing and balancing tasks using an industry-standard Digital Audio Workstation (DAW).

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Electronic Music Composition A6SE018

This module aims to equip learners with the skills needed to compose within the DAW. Through practical and theoretical instruction, learners will develop their musical skills of active listening, comprehension, and composition within the context of music production. Emphasis will be placed on practical aspects, such as developing learners' software skills, as well as aural comprehension. In addition to analysing published music, learners will also have the opportunity to compose and experiment to further enhance their understanding and application of the concepts covered in the module.

Introduction to Film Studies 1 A6FM048

This introductory module hosts a dialogue, debate and discussion on preliminary frameworks and ways of looking at film in the abstract on reflection. Each week, following a one-hour (approx.) lecture, the instructor facilitates a discussion around the topic at hand. Screenings of examples are played (often chosen by the students) and a question and answer session provides further clarification. The assignment will be rehearsed in class – a presentation – by giving pairs of learners an opportunity as a class exercise to present for one minute on a topic of their choosing. Feedback on presentation skills is given, as an aid to improve the final presentation.

Instrument Set up A6SE032

This module aims to introduce the learners to commonly recorded musical instruments (guitars, bass, drum kit, synthesisers), backline equipment for these, and their set up. Set up is particularly important in preparation for recording. The module aims to garner the learners with the terminology and knowledge of instrumentation in order to aid discussion and practical work undertaken with creatives.

Introduction to Psychoanalysis and the unconscious A6PS014

This module gives a general overview of the basic theoretical concepts of psychoanalysis. It will also examine the fundamental technical principles of psychoanalysis. The core texts of Sigmund Freud are broadly referenced and there is a very general introduction to how Jacques Lacan elaborated Freud's outline of the unconscious processes in terms of linguistics.

Introduction to Psychology A6PS002

This module will serve as an introduction to the field of psychology. As such, class content will first provide an overview of the development of psychology as a systematic science, before investigating a selection of key themes, issues and debates within psychological theory, research and practice. In doing so, this module will cover influential work across numerous sub disciplines, such as Biological, Social, Developmental and Cognitive Psychology.

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Introduction to Social Research A6SS030

This module introduces the learner to the scientific method with the emphasis on both quantitative and qualitative social research designs and methods. Learners will demonstrate social scientific research knowledge and develop social research skills through the completion of a hypothetical research proposal. Interview and observation skills will be developed through the completion of a qualitative research proposal. The module is delivered in lectures providing interactive learning opportunities.

Intro to Sound A6SE033

This module aims to help develop learners' critical listening skills for recording and mixing decision-making. This is achieved by allowing learners to explore how an acoustic space and the positioning of both microphones and the sound source within a space can affect the character and timbre of an instrument. The module also aims to provide learners with the ability to experiment and appraise the effects of positioning and placement of audio content with reference to apparent distance from the sound source for the listener.

The Art of Successful Writing A6FM045

Learners will write in class every week, preceded by a short lecture, some readings (and close readings) and a brainstorming session about the topic/concept at hand. The role of the lecturer is that of a reader, facilitator, and feedback-giver to learners as they write. This will link the assessment of the lecture and provide weekly incremental opportunities to give feedback and guidance with the aim of building confidence, self-esteem, and pride in the learner and his/her/their relationship with the craft of writing.

Marketing Essentials and Business Planning A6SE013

This module introduces the learner to marketing concepts and theories whose key objective is to provide a comprehensive foundation within the marketing subject area. Lectures will be the primary method of delivery. These are supported by tutorials to facilitate further discussion of material and guidance for self-directed learning. Guest lecturers will be invited to offer seminars to develop the learners' understanding of current practices in marketing-led organisations.

Media & Identity 1 A6FM041

This module has as its central theme an exploration of how the concept of identity is connected to digital technologies and networked culture. It addresses the implications for society of how such media are implicated in the fashioning of the self and of communities at the local, national and global level. It will explain how traditional concepts in media and cultural studies can be applied in the new digital context along with challenges and redefinitions. It considers the degree to which digital media empowers individuals and groups to exercise control over their lives and create societal change. The module will examine key media theories and the impact of both traditional and social media on the social and political world in areas such as representation, digital citizenship, participatory culture and self presentation.

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Cinematography 1 A7FM001

Learners explore and develop cinematography technique through workshop-based teaching, with practical sessions in our digital cinematography studio and post producing digital footage in our dedicated mac lab. Incrementally learners assemble & build a collection of images into a complete, booklet, receiving feedback weekly with the opportunity to submit a Draft (20%) for feedback before completing the final Pitch Deck. Examples of previous learner work is used for illustration and exemplification.

Music Writings A6SE019

This module aims to introduce learners to writings about popular music. The module aims to develop learners' appreciation and analysis of music writing in its multiple forms and examine its necessity. The module will analyse and examine the art and creativity within music writing, as well as the technical, and cultural aspects. The module also aims to provide learners with the opportunity to undertake research in analysing music writings, and utilise soft skills to present work (written, oral and visual) on their research.

Pre-production and Studio Engineering A6SE031

Pre-production is about preparing both the artist and the engineer for the production process. This module aims to introduce the basic preparatory skills necessary for sound engineering. The module also introduces recording skills in a professional studio. Emphasis will be placed on the practical skills: listening at source, microphone placement in the live room, and capturing a clean recording in the control room. The practical work is designed to highlight common potential issues regarding working as a production team with creatives, and soft skills are introduced through working with a client (an artist/artists of a comparable level of production experience to the learner) recording in the studio.

Principles: Light, Camera, Photography A6FM035

The module Principles: Light, Camera, Photography offers an indispensable historical and practical foundation to the study of and creative engagement with film and other contemporary audio-visual media. The technology of photography, including optics and automatic recording of images (first using chemical processes, later replaced with digital and electronic technology) underlies all contemporary audio-visual media, including, film, television, Internet, and digital social media.

Professional Practice: The Creative Workplace A6FM125

This module will introduce the learner to key concepts and practices in and around the creative workplace with particular emphasis on film and media production. Learners will examine the most important roles within the film crew and consider the significance of Health and Safety issues on the film set and in the creative workplace. In addition, learners

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will be encouraged to examine the realities one of the more fundamental issues in contemporary creative media practice the sustainability agenda.

Psychological Foundations A6PS019

This module is delivered through interactive lectures using an array of online and offline multimedia. Time will be given for individual and group activities and reflection on learning is encouraged through discussion and course work. Seminars will also form part of the module delivery covering important topics and debates within psychology. Learners will gain hands-on experience regarding the research process and engage in scientific inquiry as well as being introduced to alternative means of investigation.

Psychology Learning Lab A6PS013

The content of this module is designed to provide learners with the academic and practical skills necessary for a Psychology Student. Content will be presented in such a way as to enable learners to build basic academic skills that are necessary to adjust to third level education and key skills to support the diverse range of assessments that have been incorporated into modules on the programme.

Social Psychology 1 A6PS011

Demonstrate abstract thinking in respect of the basic theoretical and philosophical themes and issues within Social Psychology. Identify the role of Social Psychology in understanding the individual, the social context and the influence of both. Source relevant literature and resources to judge the appropriateness, strengths and limitations of various issues in Social Psychology. Translate knowledge gained through Social Psychology to practise, by applying empirically validated theory to real-world concepts while considering their ethical implications.

Video Editing Fundamentals A6FM037

Each week will consist of a number of different activities. Every class (with a learner to lecturer ratio of 1:30) will consist of a hands-on workshop with the editing equipment. Lectures and demonstrations will also form part of the teaching and best practice examples will be shown in a series of DVD / Web / 'behind the scenes' screenings.

Studio Recording A6SE015

The aim of this module is to familiarise learners with the key concepts of recorded sound and recording studio practices. Learners will be introduced to analogue signal flow, in-line large format consoles, and client-based interactions. The module aims to develop the skills necessary to complete WTE as the whole-time equivalent number. The number 1 indicates a full time person fully dedicated to the programme. 0.5 indicates a part-time person available to this programme half of the time. BA (Hons) in Audio Production and Music Project Management (PG25839) Module and

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Assessment Document (2024) recording tasks within a recording environment. The module emphasises the practical aspect of the recording process strengthening learners' soft and technical skills.

The Moving Image 1 A6FM039

This module will introduce the learner to key debates in the history and development of The Moving Image 1. Learners will examine major milestones in this history and consider some of the ways in which the evolution of The Moving Image 1 has been one of the most significant events in the modern age.

The Sociological Imagination A6SS029

Sociological Imagination is a foundation level sociology module which is designed to be the first stepping- stone in the students' journey towards appreciation of sociological knowledge in the explanation of real- life phenomena. The module is focused on developing learners' sociological imagination and honing their skills of applying the perspective to their lived experience.

Year 2

Advanced Social Research A7SS006

This module introduces the learner to SPSS which is used to analyse quantitative data and develop their knowledge of the ways in which the software SPSS is used to analyse quantitative data. They will learn about various graphical techniques as well as how to compute descriptive statistics. This module will also familiarise learners with the principles and practices of qualitative data analysis. In particular, it will examine the role and potential of technology in the qualitative research process. Through a series of classroom activities, learners will develop their proficiency in utilising NVivo software to analyse qualitative data, as well as develop their ability to prepare research findings that appropriately present social analysis. Moreover, they will learn ways in which to disseminate research findings and prepare quantitative and qualitative research reports through the production of a written academic task.

Audio for Podcasting, Performance & Radio A7FM129

This module aims to enable learners to understand the centrality of format and scripting in radio performance and podcasting. They will enhance their research expertise and ability to identify reliable sources for different genres, as well as move from conscious to critical listening. They will also develop the technical skills and sound competence to produce a radio show or podcast; create a template that integrates creativity, technical, editorial and written skills; and demonstrate an understanding of the technical expertise suitable for professional broadcast.

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Understanding Contemporary Inequalities A7SS007*

Understanding Contemporary Inequalities is an intermediate level sociology module which builds on 1st year sociological skills and deepen their knowledge of fundamental concepts within the area of Understanding Contemporary Inequalities. The module is designed to help the learners appreciate social construction of key forms of division and stratification in society and link it with an individual experience. In Ireland and elsewhere, inequality tends to be a major feature of society. Differences in wealth income, various forms of capital, prestige, class, gender and ethnicity, race and other social attributes profoundly impact how individual lives are experienced, and how we view others and are viewed by them in turn. The goal of the module is therefore to strengthen learners' ability to operate within a sociological conceptual framework while discussing these divisions.

Developmental Psychology 2 A7PS002*

The module is designed to enhance learners' understanding of economic phenomena in society from a sociological viewpoint. The module aims to introduce to learners the study of development, focusing on changes throughout infancy and childhood. Learners will also be introduced to the key theoretical perspectives on understanding human growth and development and the key research methods employed in developmental research. Learners will be encouraged to examine biological, cognitive, social and emotional development across childhood and will review empirical work relevant to development throughout infancy and childhood.

Introduction to Economic Sociology A6SS026

The module examines basic concepts, ideas and theories which form the matter of Introduction to Economic Sociology and applies them to a variety of real-world examples. The module is designed to help the learner see how the economy and society are connected to each other. A historical perspective is introduced to highlight the characteristics of different policies and economic systems. This will be very helpful for understanding the economic environment. The module also includes a section in development economics, which is a relatively new and broad branch of economics and political science. It focuses on the economic, social, political, and institutional mechanisms in developing nations with the aim of improving peoples level of living in summary this module helps the learner understand and explain economic phenomena, which is crucial for understanding the world in which we all live.

Experimental Psychology A7PS004

The module is based around in-class lab practicals where students will gather data from each other using biometric equipment, and then analyse and write up that data. They will also design their own cognitive experiments in Open Sesame.

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Exploring Popular Culture A7FM107

This module introduces a number of key terms and concepts which provide crucial lynchpins to the way we understand and experience popular culture. The module prompts learners to take a fresh, questioning look at the familiar yet strangely intriguing terrain of popular cultural texts.

Literature in the Modern World A6GA101

This module offers a broad ranging introduction to the appreciation and study of modern literature. Learners are introduced to the formal analysis and contextual study of literature through a close examination of a small number of poetic and fictional texts and encouraged to experiment with creative responses in writing workshops. Throughout the module the focus will be on the development of close reading skills and good reading habits, building an understanding of the importance of form and historical context to literary expression and interpretation, and enabling learners to find a clear personal, academic and creative writing voice.

Project Management for Creative Media Outputs A7FM007

Complimented by guest speakers from the industry this module explores film and media as a project requiring management: organisational, financial and human. A traditional lecture precedes examples, questions and answers with clarification and exemplification guiding feedback. The assignments themselves are explored in great detail and the first assignment – The Teaser – allows learner and lecture to interact so formative changes to approaches can be made.

Research Technique and Analysis 2 A7PS010

The study and practice of psychology requires strong research methodology and statistical skills. This module addresses the analysis of data through quantitative and qualitative methods at a more advanced level. This will equip learners with the critical and analytical skills in assessing, interpreting, and reporting on data in research with the aid of software packages such as SPSS and NVivo

Scriptwriting and Development 1 A7FM003

This module focuses on script-writing for drama / TV. It emphasizes individual coaching, group analysis, reader response and class exercises. Students will both analyse and write plots, dialogues, characters, etc, as part of their learning process. Both analytical and practical exercises will help students master the techniques of scriptwriting. By the end of the course, students will have developed their reading and analytical skills as well as their individual talents as scriptwriters. At the same time, student presentations will be encouraged to build confidence and raise self-awareness where language usage is concerned.

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VFX Fundamentals A7FM005

Learners explore and develop ideas through weekly workshop-based teaching, with practical sessions in our dedicated Mac Lab. Feedback is provided to learners as they complete assigned lab activities. It is expected that this feedback will inform work submitted by learners.

Year 3

Contemporary Social Policy in Ireland A8SS004*

This module will introduce learners to key concepts and contemporary social policy issues within the Irish and European context. Key areas of contemporary social policy of interest include housing, health, education, social protection and personal social services.

Criminal Psychology A8PS006*

This module aims to provide an introduction to the partnership between Psychology and Criminology. It aims to examine the result of the adoption of Psychological theories has had on our understanding of crime, criminal actors and crime control. It will explore the different ways in which psychology can influence our understanding of the criminal actors' sense of self and identity. Further it will examine theories of labelling and stigma. This module offers the opportunity to interrogate historical and current crime trends and causes of same. Additionally, this module will provide an opportunity to explore the impacts of Drugs and Alcohol on the criminal actor.

Digital Artefact Creation A8FM008

The aim of this module is to develop learners' capacity to produce a piece of creative visual work, as agreed by the supervisor while demonstrating an advanced knowledge of a chosen genre and styles of filmmaking/digital artefact and an opportunity to display advanced skills of creative expression and use of audio-visual technology. Advance the learner's storytelling skills for the screen and audio formats. Provide the learner with a creative space to develop their own and others' works-in-progress. To be able to give and receive constructive feedback and respond with reshoots/edits.

Health Psychology A8PS110

This module provides an introduction to, and critical evaluation of, the main approaches within the health psychology field, including the bio-psycho-social model. In addition, this module investigates the mind and body relationship through critical examination of relevant health research. The traditional domain of health psychology will be explored in a way that encourages learners to apply their learning to date to specific health-related outcomes. Learners' critical thinking

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will be exercised through examination of current controversies in the physical health realm in the context of the biopsychosocial approach.

Industry Engagement / Internship A8FM007

The primary aim of this module is to provide an experience external to DBS for a final stage learner in a specialised creative media or film field involving a learner agreement between the learner, DBS and an employer or organisation, business or industry. Monitored and supervised by a DBS supervisor or workplace employee, the student achieves objectives that are developed and documented by the learner and that are directly related to specific occupational outcomes. Learners will be facilitated in their choices by workshops with facilitators and past-students of internships and creative engagements. There are two possible modes of engagement possible in this module: (1) as an intern or (2) as a learner consultant completing a film or creative media project for a client (an organisation, artist or business).

Internet Psychology A8PS005

The module delves into the dynamic and intricate relationship between technology and human behaviour. In an era where technology has become an integral part of daily life, this module seeks to equip learners with a comprehensive understanding of the psychological, social, and ethical dimensions of our digital age.

Psychoanalysis and Anxiety A8PS008

This module will demonstrate the crucial role that sexuality and desire play in the aetiology of anxiety. It will pay close attention to the fundamental Freudian texts on the subject while drawing on some Lacanian commentary which provide further insights on the subject.

Psychological Disorders A8PS001

Psychological Disorders is a module that aims to deepen learners' understanding of psychological disorders and related concepts such as mental health and distress. It will do so by first examining the concept of psychological disorders, drawing on a diverse range of perspectives and viewpoints. Academic and clinical frameworks will be presented to learners who will then be invited to actively take part in discussions and debate. These discussions will expose key issues of contention that will be considered throughout the module as specific psychological disorders and categories of disorders are examined.

Screen Theory & Criticism A8FM101

The module's content accommodates the old and the new, the canonical, the classical and the innovative, and importantly it responds to new critical turns as they crystallise. Its content is thus highly dynamic. The module will introduce learners to some of the key theories that inform the study of the Screen (film and television) from the

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perspective of the mainstream and of the margins. This will develop in learners a critical and analytical understanding of the relationship between theory and the study of the screen and to encourage development of skills in independent thought, critical, reflexivity and the ability to relate this body of theoretical work to other modules in the final year of the programme.

Families, Intimacies and Personal Life A8SS001*

The module provides a critical and comprehensive introduction to the sociology of families, intimacies and personal life, with a focus on contemporary society. Learners will be introduced to major topical themes in the sociology of families and guided on how to apply these theories and concepts to their assessment tasks.

Software 3: SFX, VFX and Project Delivery Protocols A8FM100

Following on from a stage two module, Software 2: Animation, Titles and Publishing, the aim of this module is to generate an appreciation for the art and tradition of special/visual effects and foster an understanding of how special/visual effects are conceived, generated and produced. The module will primarily cover the practical elements of visual and special effects using various film clips, discussion and hands-on work with film and media clips. This module will also teach the fundamentals of Adobe After Effects. Whereby the learners will become more familiar with the interface and the concepts of the software and will gain some insight in the compositing tools and how they apply to the creation of visual effects. This module will support another module – Digital Artefact Creation – in focusing students on the post-production and project delivery protocols.

Work and Organisational Psychology A8PS004

This Organisational Psychology module introduces students to psychological principles and theories as they apply to workplaces and organisations. The module will include a critical overview and discussion of personnel psychology including job analysis, selection & assessment techniques, performance appraisal, and psychometric testing. The module will enable the learners to develop a critical appreciation of human behaviour in the workplace including positive and negative employee behaviour, the extent to which the work environment contributes to the physical and emotional wellbeing of employees, effective leadership and group functioning, and the role of motivation in employee and organisational performance.

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