



# EVENING DEGREE PROGRAMMES

SCHOOL OF BUSINESS AND LAW

**DBS**   
Dublin Business School  
excellence through learning

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# Why Study an Evening Degree Qualification?

▶ Receive a career focused education that you can put into practice on a daily basis and will really benefit you in your working environment.

▶ Gain a competitive advantage in the workplace by enhancing career prospects & employability.

▶ Enhance existing qualifications – perhaps you have already completed study to Higher Certificate, Diploma or Ordinary Degree level. With Recognition of Prior Learning (RPL) you may be able to complete your Honours Degree in a relatively short period of time.

▶ Enhance your CV and upskill in a particular subject area.

▶ Combine your studies with your other full-time commitments.

▶ Maintain a healthy work/life balance by studying two evenings per week.

▶ Develop both academically and professionally (enhanced skills such as communication, leadership skills, listening skills)

▶ Enjoy the sense of personal development and self-actualisation felt when you successfully complete your studies and obtain a recognised Honours Degree qualification.



*"I chose to do a degree in Accountancy and Finance as I had just gotten a promotion to the accounts department in my company. I feel a lot more confident in my job now and understand exactly what is needed of me. I also made a lot of new connections in DBS, its great to have people to talk to that are doing the same course and going through the same thing as you. I intend to go on and do my CIMA qualification next year and put all my exemptions gained from the degree to good use. I really enjoyed the course and it really flew by...even if at the time of starting it felt like I would be in college forever!"*

**Nicole Gorman**  
**Accounting & Finance Graduate**

# Why Choose DBS?

## Reputation as Ireland's Leading College

Dublin Business School (DBS) is Ireland's largest independent third level college. Established in 1975, the College over the years has established an excellent reputation for teaching quality and standards, offering flexible and innovative learning opportunities that reflect and match the needs of students and employers. With over 9,000 students, DBS provides a comprehensive range of full-time and part-time Undergraduate, Postgraduate, Professional and Executive education programmes.

## Recognition and Accreditation

Our suite of Business and Law Degree programmes are awarded by the Quality and Qualifications Ireland (QQI) – which fits into the National Framework of Qualifications (NFQ) – and was designed to create a single, easily understood qualifications system for Level 8 of education and training in Ireland.

## Dedicated Programme Management

All part-time business students are provided with a recommended learning path for their programme. This is not compulsory, but offers a path through the degree illustrating how it can be completed in four years, typically by studying two evenings per week. Programme leaders are dedicated to the needs of Evening Business Degree students and have many years experience of delivering and managing our Evening Degree programmes. The programme leaders have an in-depth understanding of the specific issues you may experience in your studies, such as degree choice and elective subject decisions.

## Employability and Personal Development Focused Education

The DBS Employability Pillar runs through all of the Level 8 Business Degree programmes. During these modules students will develop transferable skills and undertake projects in 'real-life' situations so as to assist in taking ownership of their own career management. They can develop realistic career plans and initiate and sustain professional networks and relationships to encourage opportunities for employment and internships. Students will develop the necessary skills to compete effectively for a broad range of employment, postgraduate study options and innovative opportunities available to them and further develop lifelong learning and continuous professional development.

## Student Centred Approach/Flexibility of Study

At DBS our Evening Degree programmes have been designed in a flexible manner which allows our students to develop a study plan which suits their individual needs. Typically, students attend classes two evenings per week (6.15pm-9.30pm) over a four-year period.

## Work/Study Balance

Commencing study after a number of years absent from academia can prove a daunting prospect. However, at DBS we take a holistic view to college life. The work/study balance is something we regard as being important and as such appreciate the specific challenges met by our part-time student population. Therefore, lecture notes, assessment information, past exam papers and sample exam questions are made available to our students in electronic format on our student intranet site. As a student of DBS, you will also have remote access to premium online databases such as Emerald, Westlaw, Lexis-Nexis, Business Source Complete and Academic Search Complete. All of this material will enhance your learning experience on the programme you have selected.

## Why Choose DBS?

### Commitment to World Class Teaching

Over the last 40 years, DBS has built a considerable reputation for the quality of its teaching. As an institution we focus our main research activity on the constant improvement of the learning experience of our students. Evidence of the success we have achieved has come in many different ways. One particular example of this is the success achieved by our students in the examinations of the professional accountancy bodies where over 1,000 DBS students have achieved worldwide and national individual prizewinner success and some of our students have literally been placed first in the world.

### Student Support Services

Feedback from students indicates that they value the student focus that our lecturers and support staff offer. At DBS, this is the key factor in our service delivery; we recognise that you may need different types of support as you progress through your studies, be it academic direction, career advice, mentoring or personal attention. In this regard, our programme management team offers a comprehensive service to our students.

### Further Study Opportunities

DBS acknowledges that an important, indeed essential, element of undergraduate education is to instill in students the ability and desire to continue to learn, long after the formal ending of their studies. DBS Postgraduate School offers a wide range of contemporary career-focused postgraduate Masters and Higher Diploma programmes in the areas of Arts, Business, Law and the Humanities.

### City Centre Location

A mere two minute walk from St. Stephens Green, the Luas and all main bus routes, DBS is truly in the heart of Dublin city. Our educational sites in the prime city centre locations of Aungier Street, South Great George's Street and Balfe Street are all within a few minutes walking distance of each other and provide students with access to all of the infrastructure capabilities of a vibrant modern city.



# Recognition and Accreditation



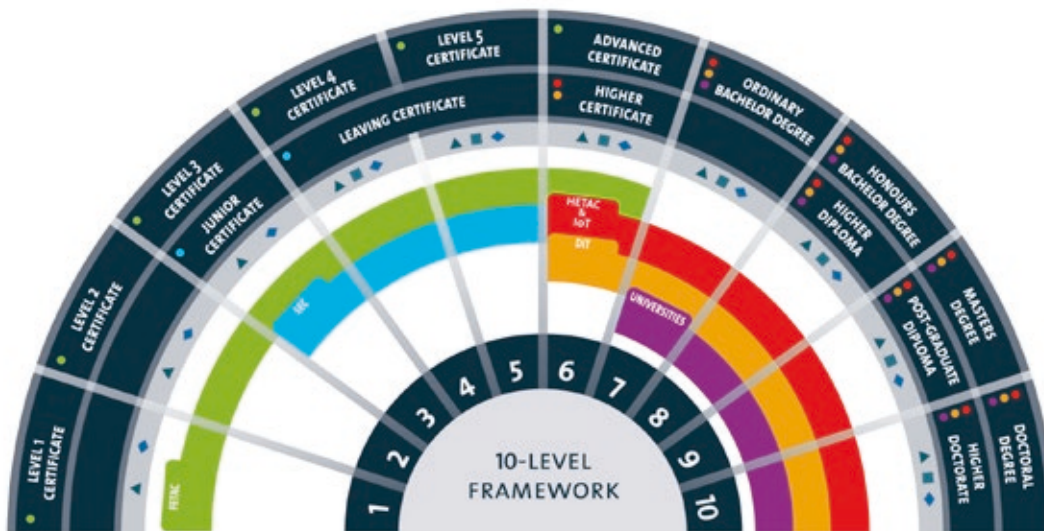
QQI AWARD

## Quality and Qualifications Ireland (QQI)

Quality and Qualifications Ireland was established in November 2012 under the Qualifications and Quality Assurance (Education and Training) Act 2012. The new Authority is being created by an amalgamation of four bodies that have both awarding and quality assurance responsibilities:

- the Further Education and Training Awards Council (FETAC),
- the Higher Education and Training Awards Council (HETAC),
- the National Qualifications Authority of Ireland (NQA)
- and the Irish Universities Quality Board (IUQB).

The new Authority will assume all the functions of the four legacy bodies while also having responsibility for new or newly-statutory responsibilities in particular areas.



### AWARDING BODIES

- FETAC - Further Education and Training Awards Council
- SEC - State Examinations Commission (Department of Education & Science)
- HETAC - Higher Education and Training Awards Council
- IOT - Institutes of Technology (issue their own awards of specified levels under delegated Authority from HETAC)
- DIET - Dublin Institute of Technology
- Universities

### AWARDS IN THE FRAMEWORK

There are four types of award in the National Framework of Qualifications:

- Major Awards: are the principal class of awards made at a level
- Minor Awards: are for partial completion of the outcomes for a Major Award
- Supplemental Awards: are for learning that is additional to a Major Award
- Special Purpose Awards: are for relatively narrow or purpose-specific achievement

## DBS and The National Framework of Qualifications

Our courses and awards fall within the National Framework of Qualifications developed by the National Qualifications Authority of Ireland (now part of QQI). The National Framework of Qualifications relates all education and training awards made in Ireland to each other and establishes clearly defined standards about the quality of awards and what a student should be expected to achieve for each award. The Framework also allows Irish qualifications to be compared more easily and accurately with those of other countries. This is particularly important in a European context where there have been significant moves towards greater compatibility and comparability of qualifications.

# DBS – A Short History

- Formerly known as Accountancy and Business College, DBS was established in 1975 to provide evening programmes for students preparing for the examinations of the professional accountancy bodies. The School quickly established an excellent reputation for quality and standards and its students achieved a high level of success in the professional examinations. Based on this reputation, the School developed rapidly and by the mid-1980s was providing professional accounting, marketing and banking programmes for both full and part-time students.
- In 1989 the School introduced its first undergraduate degree programme under a franchise arrangement with Liverpool John Moores University (LJMU). Dublin Business School became a designated institution with the Higher Education & Training Awards Council (HETAC) (formerly the National Council for Educational Awards and now Quality & Qualifications Ireland (QQI)) in 1992. The School initially offered a number of programmes leading to awards at National Certificate level. The relationship has expanded over the years and programmes offered now include Honours Degree and Postgraduate Masters and Higher Diploma programmes.
- In 1999 Dublin Business School acquired LSB College and became the largest independent third level college in Ireland. The primary academic focus and strength of LSB College lay in the field of arts and humanities and the acquisition provided the basis for the development of what is now the DBS School of Arts.

# KAPLAN

- In 2003, Kaplan Inc., the education division of The Washington Post Company, acquired Dublin Business School. Kaplan is a leading provider of higher education, professional development and lifelong learning programmes with headquarters in New York City and locations throughout the U.S. and internationally. In the U.S. it has over 70 campus-based schools in 15 states offering a range of degree and diploma programmes in areas such as business, information technology, healthcare and law.
- Kaplan brings a wealth of expertise and experience that will enable DBS to consolidate its leading position in the third-level education sector. Kaplan will also support the further development of the School, backed by the resources of a \$3.5 billion enterprise, and will enable DBS to diversify in terms of both products and markets and to expand substantially the scale of its operations, both in Ireland and internationally.
- In March 2006, DBS acquired the European Business School (EBS). EBS was founded in 1993 and is a member of the EBSI group, a collective group of eight independent business schools located throughout Europe. EBS offers a variety of undergraduate and postgraduate courses for 'study abroad' students and provides DBS with an entry into a broader European market.
- In July 2007, DBS acquired Portobello College. Since its foundation in 1989, developed to become one of Ireland's premier third level independent colleges. The Law School at Portobello College was founded in 1991 and provided qualifying programmes for the professional legal bodies in Ireland. Dublin Business School is now the largest independent third level college in Ireland with over 9,000 students and the potential to deliver over 100 accredited programmes.



*DBS Castle House,  
South Great George's Street,  
Dublin 2*



# Recent News & Developments at DBS

## GRADUATION 2015

On Monday 16th and Tuesday 17th November the 2015 DBS Graduation Ceremonies took place in the RDS Concert Hall, Ballsbridge, Dublin 4. Graduates were conferred in programmes awarded by the Quality and Qualifications Ireland (QQI), (formerly the Higher Education Training and Awards Council (HETAC)), Liverpool John Moore University (LJMU), the University of Wales and the Institute of Commercial Management (ICM). Over 2,200 students graduated over the two days with 302 students graduating with first class honours and distinctions.



## SPRINGBOARD 2016

We are delighted to announce that we are offering 6 programmes under a range of disciplines as part of under the Springboard + initiative. These courses lead to qualifications in enterprise sectors which are growing and need skilled personnel, including information and communications technology (ICT); manufacturing; international financial services; and key skills for enterprise to trade internationally. Qualifications are also available in cross-enterprise skills such as innovation, enterprise/ entrepreneurship, digital marketing, and project management.



## DBS PSYCHOLOGY POSTER AWARDS 2016

Congratulations to the award winning DBS Psychology Students who received their certificates yesterday in Castle House from Executive Dean, Andrew Conlan-Trant, at the DBS Psychology Poster Awards. The student's posters are based on their final year research projects.

## Recent News & Developments at DBS



### DBS RETAIL CONFERENCE 2015

The 2015 Retail Conference took place in Castle House on February 24th 2015. The event was a huge success, with a full day of speakers and activities. One of the highlights of the day was a panel discussion with recent DBS graduates. The graduates are now all working with leading companies, including Guinness (Diageo), Krust Bakery, Sam Dennigan (SDAC) and Category Solutions. The graduates were enthusiastic and eager to share their experiences and their thoughts on how DBS has helped them to get started in their careers. The day was well documented on social media, and it is safe to say that **#DBSRetail15** was a huge success!

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### DBS LIBRARY SEMINAR

The DBS Library Department had a very successful and enjoyable Seminar recently. 86 library personnel attended the event which included speakers from Ireland and the UK. Online, the hashtag **#dbslib16** trended number 3 in Ireland and number 1 in Dublin. Congratulations to all involved who organised, spoke and attended on the day.



### LECTURER SUSAN SWEENEY AT THE 2015 WEB SUMMIT

DBS Film and Journalism Students visited Dublin's Web Summit last November in the RDS. A live stream of the summit was broadcast over Time Square in New York, and a great night was had by all.

# Your Employability – DBS Careers Services

Check out our dedicated careers website for more information [careers.dbs.ie](http://careers.dbs.ie) and follow us on [twitter](#) [LinkedIn](#) and [facebook](#)

## YOUR CAREERS SERVICES DEPARTMENT



**Shane Mooney**  
Head of Student Experience  
T: +353 1 4177500  
E: [shane.mooney@dbs.ie](mailto:shane.mooney@dbs.ie)

*“One of the most attractive features of DBS as a place to study is its location in Dublin city centre. We are surrounded by the best clubs and bars in the country so you can be sure of easy access to the best social nights in the city. Along with all that’s happening in the city centre, Student Services organises exclusive nights throughout the year for the students of the College, often in conjunction with the students themselves in aid of worthy charities. DBS clubs and societies have grown from strength to strength over the last few years but we are only as good as our members so we are looking forward to meeting you and benefitting from your contribution to student life at DBS. DBS Clubs and Societies are open to all students, both full and part-time, and is a great way to enhance your student experience while in the College.”*

## A Message From Your Student Experience Team

Welcome to the DBS Student Experience Team. The Team is divided into two areas, Careers and Student Services, and work to enhance your experience in DBS and help you reach your full potential. To achieve this we offer a range of support services in a student friendly, accessible way.

The Team will be delighted to assist you and look forward to meeting you in DBS.

## Career Services

The DBS Careers Team have a wide network of employer contacts in both large multinational and SME businesses, both in Ireland and Overseas. We actively engage with employers to establish the core skills that they seek from graduates. This is then fed back into our Academic Programmes.

## Your Student Experience – Career Services

Careers & Placements Services provides:

- Advice on CVs, application forms, interviews and assessment centres
- Employer workshops on skills, aptitudes, experience and personal qualities needed for success in the 21st Century
- Information on Career options following completion of your course
- How to research further study opportunities and funding
- Finding job vacancies and developing an effective job hunting strategy
- Work experience options
- Student mentoring – get advice from experienced employers and DBS Alumni with a variety of student mentorship options including E-Mentoring and Structured Mentorship Programmes.

## Careers Fairs & Events

DBS Careers Services hosts sector specific Careers Fairs and employer presentations where employers and volunteering organisations can showcase graduate and summer jobs to our students and recent graduates. This provides an excellent opportunity to meet face-to-face with future employers and DBS Alumni, get advice on job openings, help with CVs and learn everything you need to know about the jobs market. Make sure you choose DBS and maximise your future career opportunities.

## How do I get more information?

For further information on the DBS Careers and Appointments Services, please contact the careers team on 01 4177500 or email [careersservice@dbs.ie](mailto:careersservice@dbs.ie)

More information can also be found on the dedicated Careers and Appointments website [careers.dbs.ie](http://careers.dbs.ie)

# Library and Information Services – supporting our students

In addition to providing access to an extensive print collection; DBS Library offers online, mobile, customisable and interactive information resources that can be accessed 24 hours a day from anywhere in the world. DBS Library comprises: the Undergraduate Library at Aungier Street and a new interactive library space called the Hub in Bow Lane. DBS Library is an institutional member of the Library Association of Ireland.

## Opening Hours

Monday-Thursday:	09:00-22:00
Friday:	09:00-21:00
Saturday:	09:00-17:00
Sundays (several weeks prior to exams):	11:00-17.00
Bank holidays (several weeks prior to exams):	11:00-17:00

Opening hours remain extensive during the summer with Saturday opening and late openings four evenings per week until 8pm.

## Print Resources

DBS Library has 50,000 books and 55,000 e-journal titles across the arts, business and law. To ensure access to resources; books are acquired in proportion to class size. The Library has an extremely high core textbook to student ratio; acquiring one core textbook for every ten students. 3 day loan, 1 week loan and 2 week loan options are available. Library holdings are listed on the Library's online catalogue which is available on the Library website [library.dbs.ie](http://library.dbs.ie) Students can view their Library account as well as renew and reserve books online.

## Online Resources

The Library has an extensive e-book collection of over 2,000 titles. Access to 55,000 e-journals is also provided. Book titles recommended by lecturers on reading lists are also acquired in electronic format where available, providing students with unlimited access to key materials.

The Library also subscribes to a number of high quality databases such as:

Academic Search Complete, ABI Inform, Business Source Complete, Computers and Applied Sciences Complete, Emerald, Film and Literature Index Complete, Firstlaw, Justis, JSTOR, Lexis Nexis (Law), Lexis Nexis (News and Business), Library Information Science and Technology Abstracts (LISTA), Mintel, Passport (Euromonitor), Pearchive, Psycarticles, PsycInfo, WARC and Westlaw. The Library also provides access to Ebsco's Discovery software which allows students to search multiple databases simultaneously.

## Off-Campus Access

All of the Library's electronic resources including the Library's online catalogue, the e-book collection and the complete portfolio of databases can be accessed 24 hours a day from anywhere in the world, via the Library Website. For this reason, the Library's electronic resources are particularly popular with students.

## Mobile Information Resources

It is possible to search the Library Catalogue, Ebsco databases and e-books from mobile phones and other handheld devices.

## Students with Disabilities

The Library's e-book collection and the majority of its databases have magnification and text to speech capabilities. Guides to Library resources for students with disabilities are also available in the Library and on the Library website.



## Library Facilities

All PCs in the Library provide internet access and are equipped with the latest version of Microsoft Office.

- The Library also has four study rooms for collaborative study. Students can book a PC or study room via the Library website.
- The Library has a wireless network for students wishing to use their laptops. High quality printing and photocopying services (including colour photocopying and printing) are available in the Library.
- Students can top up their print and photocopy accounts online. The Library offers wireless printing for students wishing to print off directly from their laptops.
- For increased convenience, the Library provides self-issuing stations that enable students to issue, return and renew books independently.

## Student Support

The Library also provides the following student support services:

- Information Points
- Instant Messaging Service – ‘Ask a Librarian’
- Information Skills Librarian – providing tours, inductions, classes on essay writing and referencing, online interactive tutorials on research and referencing
- Library Guides – downloadable on the Library website **library.dbs.ie**

# Computing & Information Services

Wireless access is provided throughout all buildings for students which they can connect to with their phones or personal laptops. Every computer within the college has access to some of the most up-to-date programmes available including use of the following software:

- SPSS 17 Simulation software
- Film & media software, CS5 (Photoshop 5)
- Accounting systems
- Web development and programming applications (CS5)
- Internal and external e-mail facilities.

We provide a wide range of online access for students for the following services:

- **Email** – each student has access to a MYDBS.IE email address for life which has 5 gig email storage and 5 gig file storage online
- **Lecture notes** – We are now on the most up to date version of Moodle which includes new features such as a message wall and chat area between students and lecturers. It is also integrated with other student systems and is accessible through a free app on iPhones
- **Timetables** – Up to date timetables can be viewed for all courses on the student intranet. Live timetable displays are also located in key communal areas of the college
- **Exam results** – can be accessed online
- **Student Intranet** – Offers a wide range of student services, including information regarding Accommodation, Exams, and further study options
- **IT Support Online** – A new student webform has been launched to support students through a ticketing system to allow quick and efficient technical support when students require it
- **Online Library Access** – Through the library website, students can access the full library catalogue. Other services include, PC and Study Room Booking, Online Book Renewal, Access to a wide range of Databases and E-Journals
- **Careers Website** – Contains an up to date listing of vacancies and careers information's. Students can also book time with a dedicated careers advisor online.
- **New student blogs** will allow online interaction between students and the IT department.

The College's objective is to replicate the highest standards found in any advanced technology environment. DBS students are therefore able to develop their computing skills throughout their college experience.



# Frequently asked questions

## **How long does it take to complete the degree?**

Typically, students attend classes two evenings per week (6.15pm-9.30pm) over a four year period. The Bachelor of Laws (Honours) degree takes three years to complete and students will attend classes three evenings per week from 6pm-10pm.

## **How is the degree recognised?**

All evening degree programmes are honours degrees and placed at level eight on the National Framework of Qualifications (NFQ). The Evening Business and Law Degree programmes are awarded by Quality & Qualifications Ireland (QQI). Please see page 5 for more information on the awarding body and award framework.

## **How many modules can be taken per year?**

Students may opt to study a minimum of two modules and a maximum of 4/5 modules (45 credits) per year. Studying in accordance with the recommended study pathway allows you to complete the degree in four academic years.

## **How many modules do I study each evening?**

The timetable is scheduled to enable students take two modules per evening. Classes run from 6.15pm to 7.45pm and 8.00pm to 9.30pm.

## **How much study time is required for the degree?**

As a general guideline it is recommended that students studying part time should allow 1.5 hours study for every hour of lecture. This may vary from student to student as you progress through the degree. As with most commitments the more effort you put in the more beneficial it will be for you.

## **Can I take subjects from different levels?**

Students may straddle stage one and stage two modules as well as stage two and stage three modules. However, students cannot take modules at stage three until all of the stage one modules are completed. This is subject to the completions of all prerequisite modules. Advice on module selection will be given in advance of your formal acceptance of the offer for a place on the course.



### **How long is the academic year and when are exams held?**

Classes commence at the end of September each year and run up to the end of April with examinations held during May and include breaks for national holidays such as Christmas and Easter. You can obtain a copy of the forthcoming academic calendar from the admissions office once available. Please note end of year examinations for Evening Degree programmes are held during the day.

### **If I have passed some modules previously on another course can I apply for exemptions?**

If you have previously studied at third level and some of the content is covered in the Degree programme you are applying for, you may be eligible for exemption from that/those subjects(s). If you wish to apply for exemptions please send in the following with your application:

- Academic Transcripts (Original & Official English Translation where issued in another language). Applicants who have previously attended DBS need not provide this documentation.

- Applications for exemptions will only be considered at point of admission. Under no circumstances will exemptions be considered once a student has commenced the course.

### **How do I calculate the fees?**

The fees are calculated on a per module basis for stage 1, stage 2 and stage 3 over the four years. Please refer to the fee sheet enclosed or the DBS website for the fee per module. In addition, in first year only, students are required to pay a registration fee of €165. Examination fee per annum is €100 (this covers all examinations taken in first sitting). Applicants who have received exemptions will be required to pay €50 per exemption subject granted.

### **Can I get tax relief on the fees?**

The Degree programmes are eligible for tax relief at the standard rate, which at the time of going to print is 20%. For part-time courses, tax relief is granted on fees paid exceeding €1,500 and up to €7,000.

# Entry Requirements & Application Procedures

## Entry Requirements

### Standard Applicants

Applicants for the Evening Business and Law Degree programmes must meet the minimum entry requirements for the College. For Evening Business Degree programmes the minimum entry requirements are 2 honours in higher level subjects and 4 passes in ordinary level subjects (to include English & Maths) in the Leaving Certificate or equivalent. For the programme the minimum entry requirements are 2 honours in higher level subjects and 4 passes in ordinary level subjects (to include English) in the Leaving Certificate or equivalent.

### Mature Applicants

If you are over 23 years of age and do not meet the minimum entry requirements, you may apply as a mature student. Mature student applications are assessed on the basis of age, work experience, general education standard, motivation and commitment to the programme for which they are applying. Mature Students must be 23 years of age by January 1st of the year of admission.

### FETAC Applicants

Minimum admission requirements for graduates of FETAC awards (former NCVA Level 2 or 3) are a full FETAC award in a course in a cognate area with a distinction grade in at least three modules. A full FETAC award normally consists of 8 modules. Further details can be obtained from the Admissions Office.

For applicants whose first language is not English the College may request that applicants sit an English Placement Test to assess English proficiency. Please contact the Admissions Office for more details.

## Application Procedure

Applications can be made online at [www.dbs.ie](http://www.dbs.ie) or by contacting the Admissions Office for an application form. Applications should be returned to the Admissions Office along with the following documentation:

### Standard Applicants

Please forward all relevant documentation or any other second or third level qualifications (original and official English translation where issued in another language) to the Admissions Office. Proof of age such as a copy of driver's licence or passport must also be submitted.

### Mature Applicants

Please forward documentation such as any relevant transcripts, an up-to-date CV or any other related documentation to the Admissions Office. Proof of age such as a copy of driver's licence or passport must also be submitted.

### Disability Policy

DBS welcomes applications from students with disabilities. We make every effort to provide facilities, where possible. It is advisable that prospective students contact the College well in advance of application outlining any particular facility or support, which they may need in the course of their studies.

### Recognition of Prior Learning (RPL)/ Exemptions

If you have previously studied at third level and some of the content is covered in the Degree programme you are applying for, you may be eligible for exemption from that/those subjects(s). If you wish to apply for exemptions please send in the following with your application:

- Academic Transcripts (Original & Official English Translation where issued in another language). Applicants who have previously attended DBS need not provide this documentation.
- Applications for exemptions will only be considered at point of admission. Under no circumstances will exemptions be considered once a student has commenced the course.

### Fees

Please note that tuition fees apply to all courses at DBS. For details on course fees please refer to the enclosed fee sheet, our website or alternatively contact the Admissions Office.

### Tax Relief

The Degree programmes are eligible for tax relief at the standard rate, which at the time of going to print is 20%. For part-time courses, tax relief is granted on fees paid exceeding €2,000 and up to €7,000.

For further information please contact:

**The Admissions Office**  
**Dublin Business School**  
**13/14 Aungier Street, Dublin 2**

**T: +353 1 4177500**

**F: +353 1 4177543**

**E: [admissions@dbs.ie](mailto:admissions@dbs.ie)**

**W: [www.dbs.ie](http://www.dbs.ie)**



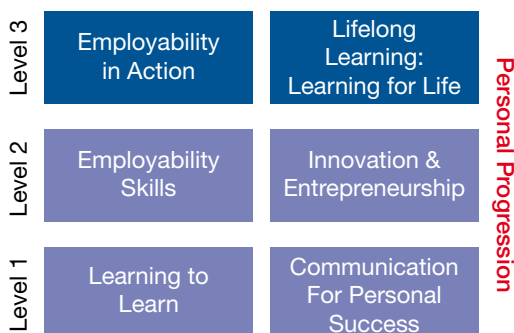
# DBS Employability Pillar

Recent trends in graduate employment in Ireland indicate that ‘traditional’ positions for graduates are becoming fewer and fewer in a more competitive and ever-changing employment market. As a consequence, the range and variety of jobs and types of organisations into which graduates are now entering is becoming increasingly diverse. Organisational structures are flatter, the number of SMEs is growing and the idea of a “portfolio career” is no longer a new concept. In addition, the numbers of graduates entering jobs that are directly related to their chosen discipline is falling. In these instances graduates are expected to be able to perform efficiently on the job almost as soon as they enter a position, utilising the many skills they have gained while in third level education.

In line with the DBS philosophy of ensuring its graduates have a suite of knowledge, skills and competence that make them readily employable, all level 8 Business Degree programmes contain an **Employability Pillar** of modules that complement the programme specific modules.

Consultation occurred with over 70 employers to determine the skills with which they placed most emphasis on. The IBEC Education and Skills Survey Report (2010) also provided direct feedback that employers are now expecting higher education institutions to embed generic or employability skills more fully into their curricula.

## DBS Employability Pillar



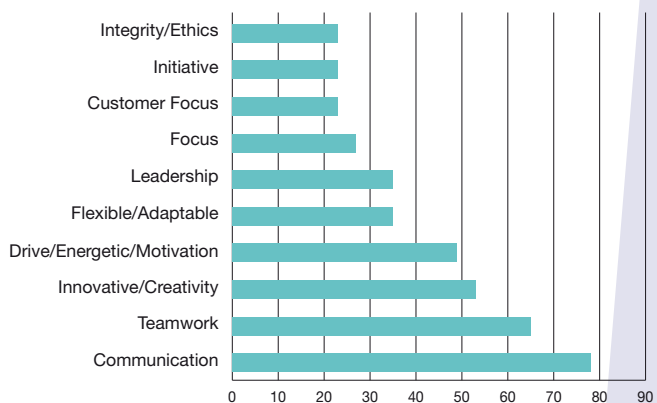
During the Employability modules students will develop transferable skills and undertake projects in ‘real-life’ situations so as to assist in taking ownership of their own career management.

They can develop realistic career plans and initiate and sustain professional networks and relationships to encourage opportunities for employment and internships. Students will develop the necessary skills to compete effectively for a broad range of employment, postgraduate study options and innovative opportunities available to them and further develop lifelong learning and continuous professional development.

The Employability Pillar has identified specific attributes to be cultivated in DBS students and graduates including communication skills, IT proficiency, problem solving skills, team work and leadership as well as innovation and enterprise for the global marketplace. These attributes ensure that, on graduating, your degree will make a real difference to your career prospects.



Summary of findings by DBS Careers Service derived from recent national industry reports and employer organisation representatives



Cut-e employer survey in conjunction with DBS ‘Selecting & Developing High Performing Graduates’ (2012)

# Business Degrees

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**Andrew Byrne**

**Business (Management) Graduate**

*“The reason for choosing the degree course was its direct alignment within my role at my work place. The course has benefitted me hugely as I have received recognition, greater responsibilities and bigger tasks to undertake. It has opened up many other areas that I can now gain experience from for my career. With the extreme professionalism from the lecturers and their continued help outside of lectures, the excellent DBS administrative staff and facilities all combined to make my experience studying with DBS a fantastic one. I would recommend DBS to anyone. Fun, energetic, friendly, goal driven and all about the students. That’s DBS.”*

# BA (Hons) in Business Studies

The broad philosophy of this programme is to provide students with an appropriate base of relevant business and management knowledge, to promote personal development and business career advancement.



## Awarding Body

Quality & Qualifications Ireland (QQI)

## Award Level

8 (Honours Bachelor Degree)

## Title of Award

BA (Hons) in Business Studies

## Duration

Part-time: 4 years (2 evenings per week)

## Programme Summary

Programme comprises three stages. Students typically take four/five modules per year (two evenings per week) and the degree takes on average four years to complete. See page 14 for application information and next steps.

## Progression

Upon successful completion of the Level 8 Award, students are eligible to apply to Level 9 Masters Awards at DBS and other Higher Education Institutions. Please note individual programme entry requirements for eligibility.

Students have the opportunity to study many key areas and aspects of business to an appropriate depth and are encouraged to use the benefits of the programme to further their business careers.

## Aims & Objectives

On completion of this programme, students should have acquired the skills to:

- » Understand a range of business functions and the multi-disciplinary nature of business
- » Apply appropriate academic theories and concepts to a range of business and management issues
- » Demonstrate a range of skills required by managers
- » Understand the influence of the international context on business and management
- » Acquire practical business and management experience
- » Develop their learning skills to meet the demands of future postgraduate study.

During the programme, students have the opportunity to add value to both their employers and themselves on a daily basis. They can test theories, apply concepts and undertake project work focused on current business issues, which are of benefit both to their employers and to their own personal development.

**Stage 1** – seven mandatory subjects provide foundation knowledge in core business areas and include employability and personal development modules which run throughout the programme.

**Stage 2 and 3** of the programme both feature a core of five business modules complemented by two further modules chosen by the student from a wide range of options. At these stages students may adopt an appropriate degree of specialisation in their subject mix or may tailor their studies in accordance with their personal or career preferences.



### DBS Employability Pillar

In line with the DBS philosophy of ensuring its graduates have a suite of knowledge, skills and competence that make them readily employable, the programme contains an Employability Pillar of modules that complement the programme specific modules. This pillar of modules ensures students are aware of employer expectations on graduating, enhances their communication skills and time management while positioning the student for academic development during the course of their degree studies.

### Teaching and Assessment

Student assessment will be based on a combination of continuous assessment and end of year examinations. Continuous assessment will include essay writing, case studies, presentations, literature reviews and projects, and students will be required to work individually as well as in groups. End of year examinations are typically held in late April/early May. Stage 1 subjects may also include an in-class assessment usually held in December.

### Career Opportunities

Because of the broad spectrum of subjects studied, career opportunities for business studies students are numerous. The wideranging nature of knowledge and skills gained by business graduates makes them an attractive proposition for any prospective employer. A range of employment opportunities is possible in areas such as marketing, sales, operations, information technology, finance and general management. Alternatively, the degree provides the basis for further study at postgraduate level.

## Programme Content

### Stage 1

#### Core Modules

Business Context & Organisation  
 Economic Perspectives  
 IT Essentials  
 Maths & Statistics for Business  
 Marketing Essentials  
 Learning to Learn  
 Communication for Personal Development

### Stage 2

#### Core Modules

Employability Skills  
 Innovation  
 Management  
 Business Finance  
 Business Information Systems

#### Electives (Choose 2)

People in Organisations  
 Advanced Economic Perspectives  
 Selling & Sales Management  
 Principles of Business and Law  
 Project Planning & Control  
 Project Feasibility  
 Employee Relations & the Law  
 Psychology  
 Social Psychology

### Stage 3

#### Core Modules

Employability in Action  
 Lifelong Learning  
 Strategic Management  
 Global Business  
 Human Resource Management

#### Electives (Choose 2)

Performance Management (Accounting)  
 Corporate Law & Governance  
 Services Marketing  
 Project Planning Techniques  
 Project Management & Evaluation  
 Advanced Business & Commercial Law  
 Human Resource Development  
 HR Performance Management  
 Data Management & Analytics  
 Psychology of Work  
 Individual Differences

# BA (Hons) in Business Studies

Stage 1 Core Modules	Business Context & Organisation	Economic Perspectives	IT Essentials	Maths & Statistics for Business	Marketing Essentials	Learning to Learn	Communication for Personal Development
Foundation Stage							

Stage 2 Core Modules	Employability Skills	Innovation	Management	Business Finance	Business Information Systems	Psychology	Social Psychology	People in Organisations	Employee Relations and the Law	Principles of Business and Law	Project Planning & Control	Project Feasibility	Advanced Economic Perspectives	Selling & Sales Management
BA (Hons) in Business Studies – General*														
Stream – Psychology														
Stream – HRM														
Stream – Law														
Stream – Project Management														
Stream – Management														

Stage 3 Core Modules	Employability in Action	Lifelong Learning	Strategic Management	Global Business	Human Resource Management	Psychology of Work	Individual Differences	Human Resource Development	HR Performance Management	Corporate Law & Governance	Advanced Business & Commercial Law	Project Planning Techniques	Project Management & Evaluation	Services Marketing	Data Management & Analytics	Performance Management (Accounting)
BA (Hons) in Business Studies – General*																
Stream – Psychology																
Stream – HRM																
Stream – Law																
Stream – Project Management																
Stream – Management																

\* Note 1: Learners on the BA (Hons) in Business Studies must take 2 electives out of 6 at Stage 2 and 2 out of 7 at Stage 3. However, learners on this programme may not take 2 electives from the same stream (see below)  
 \*\* Note 2: These stage 3 modules are subject to pre-requisites from stage 2.



- Core/Mandatory modules for all learners on parent and all streams of BA (Hons) in Business Studies
- Electives for learners in BA (Hons) in Business Studies parent programme (at each stage) Learners choose 2
- Mandatory modules for learners on BA (Hons) in Business Studies (Psychology)
- Mandatory modules for learners on BA (Hons) in Business Studies (HRM)
- Mandatory modules for learners on BA (Hons) in Business Studies (Law)
- Mandatory modules for learners on BA (Hons) in Business Studies (Project Management)
- Mandatory modules for learners on BA (Hons) in Business Studies (Management)

## BA (Hons) in Business Studies (Psychology)

The broad philosophy of this programme is to provide students with an appropriate base of relevant business and management knowledge, with particular emphasis on the development of a firm understanding of the core issues addressed by psychology in business. Students have the opportunity to study the key aspects of business complemented by specific insight into the psychological aspects of work and organisational behaviour.



### Awarding Body

Quality & Qualifications Ireland (QQI)

### Award Level

8 (Honours Bachelor Degree)

### Title of Award

BA (Hons) in Business Studies

### Duration

Part-time: 4 years (2 evenings per week)

### Programme Summary

Programme comprises three stages. Students typically take four/five modules per year (two evenings per week) and the degree takes on average four years to complete. See page 14 for application information and next steps.

### Progression

Upon successful completion of the Level 8 Award, students are eligible to apply to Level 9 Masters Awards at DBS and other Higher Education Institutions. Please note individual programme entry requirements for eligibility.

Students have the opportunity to study the key aspects of business complemented by specific insight into the psychological aspects of work and organisational behaviour.

### Aims & Objectives

On completion of this programme, students should have acquired the skills to:

- » Understand a range of business functions and the multi-disciplinary nature of business
- » Apply appropriate academic theories and concepts to a range of business and management issues
- » Develop an understanding of the complexity of human behaviour
- » Understand the role of psychology in organisational functioning
- » Demonstrate a range of skills required by managers
- » Demonstrate the relationship between psychology and business.

During the Programme students have the opportunity to add value to both their employers and themselves on a daily basis. They can test theories, apply concepts and undertake practical project work focused on live business issues, which can be of benefit to their employers and to their own personal development.

**Stage 1** – seven mandatory subjects provide foundation knowledge in core business areas and include employability and personal development modules which run throughout the programme.

**Stage 2** – Business subjects are further developed at this stage and students are also introduced to psychology. Particular emphasis is placed on the role of society in understanding the psychology of the person in terms of perception, attitudes and culture.

**Stage 3** – at stage 3 the business focus is on Strategic Management, Global Business and Human Resource Management while the psychology component includes the Psychology of Work and Individual Differences.



### DBS Employability Pillar

In line with the DBS philosophy of ensuring its graduates have a suite of knowledge, skills and competence that make them readily employable, the programme contains an Employability Pillar of modules that complement the programme specific modules. This pillar of modules ensures students are aware of employer expectations on graduating, enhances their communication skills and time management while positioning the student for academic development during the course of their degree studies.

### Teaching and Assessment

Student assessment will be based on a combination of continuous assessment and end of year examinations. Continuous assessment will include essay writing, case studies, presentations, literature reviews and projects, and students will be required to work individually as well as in groups. End of year examinations are typically held in late April/early May. Stage 1 subjects may also include an in-class assessment usually held in December.

### Career Opportunities

Because of the broad spectrum of subjects studied, career opportunities for business studies students are numerous. The wide-ranging nature of knowledge and skills gained by business & psychology graduates makes them an attractive proposition for any prospective employer. Graduates have the opportunity to add value for both employers and themselves on a daily basis. Graduates can test theories, apply concepts and undertake practical project work. Graduating students wishing to pursue further qualifications can proceed to postgraduate programmes up to Masters level or to programmes leading to professional qualifications.

## Programme Content

### Stage 1

#### Core Modules

Business Context & Organisation  
 Economic Perspectives  
 IT Essentials  
 Maths & Statistics for Business  
 Marketing Essentials  
 Learning to Learn  
 Communication for Personal Development

### Stage 2

#### Core Modules

Employability Skills  
 Innovation  
 Management  
 Business Finance  
 Business Information Systems  
 Psychology  
 Social Psychology

### Stage 3

#### Core Modules

Employability in Action  
 Lifelong Learning  
 Strategic Management  
 Global Business  
 Human Resource Management  
 Psychology of Work  
 Individual Differences

## BA (Hons) in Business Studies (Management)

The BA (Hons) in Business Studies (Management) degree programme has been designed to provide a broad foundation in business management and in the main functional areas of management. Students are equipped with a wide range of knowledge and skills necessary for a successful career in business.



### Awarding Body

Quality & Qualifications Ireland (QQI)

### Award Level

8 (Honours Bachelor Degree)

### Title of Award

BA (Hons) in Business Studies

### Duration

Part-time: 4 years (2 evenings per week)

### Programme Summary

Programme comprises three stages. Students typically take four/five modules per year (two evenings per week) and the degree takes on average four years to complete. See page 14 for application information and next steps.

### Progression

Upon successful completion of the Level 8 Award, students are eligible to apply to Level 9 Masters Awards at DBS and other Higher Education Institutions. Please note individual programme entry requirements for eligibility.

### Aims & Objectives

The overall aim of this programme is to provide students with an integrated, balanced and flexible business education and to enable them to develop the business and personal skills required to enable them to progress in their subsequent careers.

On completion of this programme, students should have acquired the ability to:

- » Demonstrate a strong knowledge and understanding of the fundamentals of the many aspects of business and management
- » Display a methodical approach to analysis, problem-solving and decision making
- » Display a practical competence and skills in business and business functions
- » Proceed in a highly competent manner to future postgraduate study.

**Stage 1** – seven mandatory subjects provide foundation knowledge in core business areas and disciplines and include employability and personal development modules which run throughout the programme.

**Stage 2** – seven core subjects further develop student knowledge and understanding of the key business disciplines and include modules in finance, sales and entrepreneurship.

**Stage 3** – the core focus at stage 3 is on Strategic Management and Global Business with other business functions including Human Resource Management, Services Management and Data Management.





### DBS Employability Pillar

In line with the DBS philosophy of ensuring its graduates have a suite of knowledge, skills and competence that make them readily employable, the programme contains an Employability Pillar of modules that complement the programme specific modules. This pillar of modules ensures students are aware of employer expectations on graduating, enhances their communication skills and time management while positioning the student for academic development during the course of their degree studies.

### Teaching and Assessment

Student assessment will be based on a combination of continuous assessment and end of year examinations. Continuous assessment will include essay writing, case studies, presentations, literature reviews and projects, and students will be required to work individually as well as in groups. End of year examinations are typically held in late April/early May. Stage 1 subjects may also include an in-class assessment usually held in December.

### Career Opportunities

Because of the broad spectrum of subjects studied, career opportunities for business management students are numerous. The wide-ranging nature of knowledge and skills gained by business graduates makes them an attractive proposition for any prospective employer. A range of employment opportunities are possible in areas such as marketing, sales, operations, information technology, finance and general management. Alternatively, the degree provides the basis for further study at postgraduate level.

## Programme Content

### Stage 1

#### Core Modules

Business Context & Organisation  
 Economic Perspectives  
 IT Essentials  
 Maths & Statistics for Business  
 Marketing Essentials  
 Learning to Learn  
 Communication for Personal Development

### Stage 2

#### Core Modules

Employability Skills  
 Innovation  
 Management  
 Advanced Economic Perspectives  
 Business Information Systems  
 Business Finance  
 Selling & Sales Management

### Stage 3

#### Core Modules

Employability in Action  
 Lifelong Learning  
 Strategic Management  
 Global Business  
 Human Resource Management  
 Services Marketing  
 Data Management & Analytics

# BA (Hons) in Business Studies (Human Resource Management)

The BA (Hons) in Business Studies (HRM) degree programme incorporates a balanced mix of specialised business management modules, geared toward students who, whilst wishing to study for a general business degree, choose to focus especially on the Human Resource Management (HRM) component throughout the duration of their studies.

## Awarding Body

Quality & Qualifications Ireland (QQI)

## Award Level

8 (Honours Bachelor Degree)

## Title of Award

BA (Hons) in Business Studies

## Duration

Part-time: 4 years (2 evenings per week)

## Programme Summary

Programme comprises three stages. Students typically take four/five modules per year (two evenings per week) and the degree takes on average four years to complete. See page 14 for application information and next steps.

## Progression

Upon successful completion of the Level 8 Award, students are eligible to apply to Level 9 Masters Awards at DBS and other Higher Education Institutions. Please note individual programme entry requirements for eligibility.

## Aims & Objectives

The overall aim of the BA (Hons) in Business Studies (HRM) is to provide students with an integrated, balanced and flexible business education. On completion of this programme, students should be able to:

- » Understand a range of business functions and the multi-disciplinary nature of business
- » Apply appropriate academic theories and concepts to a range of business and management issues
- » Demonstrate a range of skills required by managers
- » Understand the influence of the international context of business and management
- » Have an insight into the importance of the human resource management function within organisations and to appreciate the various critical issues facing human resource management within organisations
- » Develop a human resource perspective with respect to the management of people in organisations.

**Stage 1** – seven mandatory subjects provide foundation knowledge in core business areas and include employability and personal development modules which run throughout the programme.

**Stage 2** – student knowledge in the key business disciplines is further developed and they are introduced to behavioural and legal aspects of work that will underpin subsequent studies.

**Stage 3** – at stage 3, students study Strategic Management alongside a range of specialist human resources topics including performance management and development





### DBS Employability Pillar

In line with the DBS philosophy of ensuring its graduates have a suite of knowledge, skills and competence that make them readily employable, the programme contains an Employability Pillar of modules that complement the programme specific modules. This pillar of modules ensures students are aware of employer expectations on graduating, enhances their communication skills and time management while positioning the student for academic development during the course of their degree studies.

### Teaching and Assessment

Student assessment will be based on a combination of continuous assessment and end of year examinations. Continuous assessment will include essay writing, case studies, presentations, literature reviews and projects, and students will be required to work individually as well as in groups. End of year examinations are typically held in late April/early May. Stage 1 subjects may also include an in-class assessment usually held in December.

### Career Opportunities

The world of business now offers many career opportunities to a graduate specialising in human resource management. The programme is primarily suited to students who wish to follow such a career, either in general human resource management, or in more specialised fields such as industrial relations or training and development. It is also ideal for those who may favour working for a trade union or in the field of equal opportunities. Alternatively, the degree provides the basis for further study at postgraduate level.

## Programme Content

### Stage 1

#### Core Modules

Business Context & Organisation
Economic Perspectives
IT Essentials
Maths & Statistics for Business
Marketing Essentials
Learning to Learn
Communication for Personal Development

### Stage 2

#### Core Modules

Employability Skills
Innovation
Management
Business Finance
Business Information Systems
People in Organisations
Employee Relations and the Law

### Stage 3

#### Core Modules

Employability in Action
Lifelong Learning
Strategic Management
Global Business
Human Resource Management
Human Resource Development
HR Performance Management

# BA (Hons) in Business Studies (Project Management)

The BA (Hons) in Business (Project Management) degree programme incorporates a balanced mix of specialised business management modules, aimed at students who, whilst wishing to study for a general business degree, choose to focus especially on Project Management throughout the duration of their studies.

## Awarding Body

Quality & Qualifications Ireland (QQI)

## Award Level

8 (Honours Bachelor Degree)

## Title of Award

BA (Hons) in Business Studies

## Duration

Part-time: 4 years (2 evenings per week)

## Programme Summary

Programme comprises three stages. Students typically take four/five modules per year (two evenings per week) and the degree takes on average four years to complete. See page 14 for application information and next steps.

## Progression

Upon successful completion of the Level 8 Award, students are eligible to apply to Level 9 Masters Awards at DBS and other Higher Education Institutions. Please note individual programme entry requirements for eligibility.

## Aims & Objectives

The overall aim of the BA (Hons) in Business Studies (Project Management) is to provide students with an integrated, balanced and flexible business education with additional skills in project management.

On completion of the programme students should have acquired the skills to:

- » Understand a range of business functions and the multi-disciplinary nature of business
- » Evaluate the importance of effective management of the project life cycle
- » Analyse methods, tools and techniques for planning, monitoring and controlling projects and for managing risk
- » Apply appropriate academic theories and concepts to a range of business and management issues
- » Demonstrate a range of skills required by managers
- » Understand the influence of the international context of business and management
- » Analyse the skills and competencies required of the project manager and project team

**Stage 1** – the foundation stage provides knowledge in the primary business disciplines, as well as developing the broad cognitive skills of students. It also includes employability and personal development modules which run throughout the programme.

**Stage 2** – builds on the foundation year by providing a blend of more advanced and specialised business and management modules to develop student knowledge, competence and skills in business and project management. These will provide students with the necessary underpinning for stage 3 specialisms.

**Stage 3** – Modules at stage 3 further advance student knowledge in business and project management areas and seeks to further develop an insight into the importance of project management within organisations and an appreciation of the various critical issues and complexities facing project managers.



### DBS Employability Pillar

In line with the DBS philosophy of ensuring its graduates have a suite of knowledge, skills and competence that make them readily employable, the programme contains an Employability Pillar of modules that complement the programme specific modules. This pillar of modules ensures students are aware of employer expectations on graduating, enhances their communication skills and time management while positioning the student for academic development during the course of their degree studies.

### Teaching and Assessment

Student assessment will be based on a combination of continuous assessment and end of year examinations. Continuous assessment will include essay writing, case studies, presentations, literature reviews and projects, and students will be required to work individually as well as in groups. End of year examinations are typically held in late April/early May. Stage 1 subjects may also include an in-class assessment usually held in December.

### Career Opportunities

Upon completion of this programme, students will be in a position to undertake postgraduate study within either the general business or more specific Project Management arena. Project Management provides excellent career prospects as the role of a project manager is now viewed as a vital tool for business success. Project Managers typically work in areas such as IT, Education, Marketing, Event Management, Human Resource Management, Manufacturing, Engineering & Logistics.

## Programme Content

### Stage 1

#### Core Modules

Business Context & Organisation  
 Economic Perspectives  
 IT Essentials  
 Maths & Statistics for Business  
 Marketing Essentials  
 Learning to Learn  
 Communication for Personal Development

### Stage 2

#### Core Modules

Employability Skills  
 Innovation  
 Management  
 Business Finance  
 Business Information Systems  
 Project Planning & Control  
 Project Feasibility

### Stage 3

#### Core Modules

Employability in Action  
 Lifelong Learning  
 Strategic Management  
 Global Business  
 Human Resource Management  
 Project Planning Techniques  
 Project Management & Evaluation

# Marketing Degrees

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**Donna Murray**

**Marketing (Event Management)  
Graduate**

*“As a full-time employee and a mother of a young daughter, it’s difficult to get the right fit with an evening degree. DBS offered me the flexibility to pursue my career, BA and lifestyle. Exemptions awarded from a previous diploma enabled me to complete my BA in just three years. I also found the subject matter interesting which kept me absorbed even after a full day’s work. It was challenging and definitely worthwhile.”*

# BA (Hons) in Marketing

The BA (Hons) in Marketing degree programme incorporates a balanced mix of specialised marketing modules and business/management modules geared towards the needs of marketing personnel operating in a dynamic national or international environment.



## Awarding Body

Quality & Qualifications Ireland (QQI)

## Award Level

8 (Honours Bachelor Degree)

## Title of Award

BA (Hons) in Marketing

## Duration

Part-time: 4 years (2 evenings per week)

## Programme Summary

Programme comprises three stages. Students typically take four/five modules per year (two evenings per week) and the degree takes on average four years to complete. See page 14 for application information and next steps.

## Progression

Upon successful completion of the Level 8 Award, students are eligible to apply to Level 9 Masters Awards at DBS and other Higher Education Institutions. Please note individual programme entry requirements for eligibility.

The programme deals comprehensively with modern marketing theory and practice and aims to provide students with the range of knowledge and abilities required to initiate or develop a career in marketing. The programme also aims to create an environment that promotes the personal and intellectual development of students and provides a platform for further study at masters or professional levels in the marketing arena.

## Aims & Objectives

On completion of this programme, students should have acquired the skills to:

- » Demonstrate a strong knowledge and understanding of marketing and sales concepts and issues
- » Understand and apply key marketing models and theories to relevant business environments
- » Display a methodical approach to analysis, problem-solving and decision making, particularly in a marketing context
- » Display and use transferable personal skills in a variety of business contexts
- » Proceed in a highly competent manner to postgraduate study or professional studies.

**Stage 1** – a thorough understanding of the key business and marketing functions is complimented with an introduction to IT essentials.

**Stage 2** – the emphasis shifts to the marketing function with subjects more focused on increasing knowledge in marketing specific areas. Through the choice of two option subjects from six, students can add digital media, web design, event management or cloud computing to their studies.

**Stage 3** – at stage 3 students learn to develop a strategic perspective on business in general and the marketing function in particular. Two option subjects from seven allow for further study of digital, cloud or event marketing.



## DBS Employability Pillar

In line with the DBS philosophy of ensuring its graduates have a suite of knowledge, skills and competence that make them readily employable, the programme contains an Employability Pillar of modules that complement the programme specific modules. This pillar of modules ensures students are aware of employer expectations on graduating, enhances their communication skills and time management while positioning the student for academic development during the course of their degree studies.

## Teaching and Assessment

Student assessment will be based on a combination of continuous assessment and end of year examinations. Continuous assessment will include essay writing, case studies, presentations, literature reviews and projects, and students will be required to work individually as well as in groups. End of year examinations are typically held in late April/early May. Stage 1 subjects may also include an in-class assessment usually held in December.

## Career Opportunities

The programme is designed to equip graduates to be able to take up positions requiring specific marketing knowledge and skills in areas such as:

- » Service Management
- » Marketing Management
- » Advertising Management
- » Branding and Customer Service Management.

Other positions where knowledge of marketing represents a significant competitive advantage such as sales management, new business development and customer relationship management have been attained by graduates.

## Programme Content

### Stage 1

#### Core Modules

Marketing Essentials  
 Economic Perspectives  
 IT Essentials  
 Maths & Statistics for Business  
 Business Context & Organisation  
 Communication for Personal Development  
 Learning to Learn

### Stage 2

#### Core Modules

Employability Skills  
 Innovation  
 Management  
 Selling & Sales Management  
 Marketing Communication

#### Elective (Choose 2)

Web & Media Design  
 Digital Marketing Concepts  
 Event Planning  
 Special Events Environment  
 Digital Planning & Management  
 Cloud Computing for Business

### Stage 3

#### Core Modules

Employability in Action  
 Lifelong Learning  
 Strategic Management  
 Consumer Analysis  
 Marketing Research

#### Elective (Choose 2)

Services Marketing  
 International Marketing  
 Event Marketing  
 Event Operations  
 Implementing Digital Media  
 Web Marketing Design & Development  
 Cloud Technology for Marketing



# BA (Hons) in Marketing (Event Management)

The BA (Hons) in Marketing (Event Management) degree programme incorporates a balanced mix of specialised marketing and event management modules geared towards the needs of marketing personnel operating in a dynamic national or international environment. The programme deals comprehensively with modern marketing and event management theory and practice.



## Awarding Body

Quality & Qualifications Ireland (QQI)

## Award Level

8 (Honours Bachelor Degree)

## Title of Award

BA (Hons) in Marketing

## Duration

Part-time: 4 years (2 evenings per week)

## Programme Summary

Programme comprises three stages. Students typically take four/five modules per year (two evenings per week) and the degree takes on average four years to complete. See page 14 for application information and next steps.

## Progression

Upon successful completion of the Level 8 Award, students are eligible to apply to Level 9 Masters Awards at DBS and other Higher Education Institutions. Please note individual programme entry requirements for eligibility.

## Aims & Objectives

The programme is designed to prepare students for employment in a variety of marketing and event management disciplines, including customer service, product/brand management, research management, stakeholder communication, event planning, risk management and strategic management.

**Stage 1** – seven mandatory subjects provide foundation knowledge in core business and marketing disciplines and include employability and personal development modules which run throughout the programme.

**Stage 2** – the key marketing topics are further developed in the areas of marketing communications and selling & sales management while students commence their study of specialised event management topics.

**Stage 3** – at stage 3, general business knowledge is developed with a focus on modules including Strategic Management, Marketing Research and Consumer Analysis. Knowledge and competence in targeted areas in event management are developed in Event Marketing and Event Operations.



### **DBS Employability Pillar**

In line with the DBS philosophy of ensuring its graduates have a suite of knowledge, skills and competence that make them readily employable, the programme contains an Employability Pillar of modules that complement the programme specific modules. This pillar of modules ensures students are aware of employer expectations on graduating, enhances their communication skills and time management while positioning the student for academic development during the course of their degree studies.

### **Teaching and Assessment**

Student assessment will be based on a combination of continuous assessment and end of year examinations. Continuous assessment will include essay writing, case studies, presentations, literature reviews and projects, and students will be required to work individually as well as in groups. End of year examinations are typically held in late April/early May. Stage 1 subjects may also include an in-class assessment usually held in December.

### **Career Opportunities**

The programme is designed to equip graduates to be able to take up positions requiring specific marketing and event management knowledge and skills in areas such as:

- » Marketing Management
- » Advertising Management
- » Services Event Management
- » Branding
- » Customer Service Management
- » Event Planning
- » Hospitality

Other positions where knowledge of marketing represents a significant competitive advantage such as sales management, new business development and customer relationship management have been attained by graduates.

## **Programme Content**

### **Stage 1**

#### **Core Modules**

Marketing Essentials  
 Economic Perspectives  
 IT Essentials  
 Maths & Statistics for Business  
 Business Context & Organisation  
 Learning to Learn  
 Communication for Personal Success

### **Stage 2**

#### **Core Modules**

Employability Skills  
 Innovation  
 Management  
 Selling & Sales Management  
 Marketing Communications  
 Event Planning  
 Special Events Environment

### **Stage 3**

#### **Core Modules**

Employability in Action  
 Lifelong Learning  
 Strategic Management  
 Consumer Analysis  
 Marketing Research  
 Event Marketing  
 Event Operations

# BA (Hons) in Marketing (Digital Media)

The BA (Hons) in Marketing (Digital Media) degree programme has been developed in close discussion with practitioners from the communications and marketing industry. This degree is ideal for those interested in building a career in marketing and communications within a technological skill base. It provides students with an opportunity to develop marketing skills, whilst also allowing them to develop digital media skills in an ever changing business environment.



## Awarding Body

Quality & Qualifications Ireland (QQI)

## Award Level

8 (Honours Bachelor Degree)

## Title of Award

BA (Hons) in Marketing

## Duration

Part-time: 4 years (2 evenings per week)

## Programme Summary

Programme comprises three stages. Students typically take four/five modules per year (two evenings per week) and the degree takes on average four years to complete. See page 14 for application information and next steps.

## Progression

Upon successful completion of the Level 8 Award, students are eligible to apply to Level 9 Masters Awards at DBS and other Higher Education Institutions. Please note individual programme entry requirements for eligibility.

## Aims & Objectives

On completion of this programme, students should have:

- » Gained a strong understanding of marketing concepts and issues
- » The ability to evaluate the components of marketing with digital media and competently integrate ideas and theories
- » The communication and management skills required to successfully work within digital media projects & have gained the ability to function effectively as an individual and in project teams
- » An appreciation of the rapidly evolving marketing with digital media industry by developing their life-long learning skills
- » An understanding of the changing face of marketing and digital media, in relation to the use and development of technology, and its impact amongst organisations and on society.

**Stage 1** – a thorough understanding of the key business and marketing functions is complimented with an introduction to IT essentials. It also includes employability and personal development modules which run throughout the programme.

**Stage 2** – student knowledge in Marketing is further developed while students commence their study of two specialised digital modules (Digital Marketing Concepts and Digital Planning & Management).

**Stage 3** – at stage 3 students focus on seven modules including Strategic Management, Marketing Research and Consumer Analysis. Amongst these modules, students will also gain knowledge and competence in two specialised digital modules (Implementing Digital Media and Website Marketing Design & Development).



### **DBS Employability Pillar**

In line with the DBS philosophy of ensuring its graduates have a suite of knowledge, skills and competence that make them readily employable, the programme contains an Employability Pillar of modules that complement the programme specific modules. This pillar of modules ensures students are aware of employer expectations on graduating, enhances their communication skills and time management while positioning the student for academic development during the course of their degree studies.

### **Teaching and Assessment**

Student assessment will be based on a combination of continuous assessment and end of year examinations. Continuous assessment will include essay writing, case studies, presentations, literature reviews and projects, and students will be required to work individually as well as in groups. End of year examinations are typically held in late April/early May. Stage 1 subjects may also include an in-class assessment usually held in December.

### **Career Opportunities**

Graduates from this programme can expect to have a wide range of opportunities and should find suitable employment in the broad field of marketing focusing on specialised skills and competencies of digital media including Marketing with Digital Media roles, Brand Marketing with Digital Media, Advertising & Public Relations through Digital Media, and Digital Media Consultancy.

## **Programme Content**

### **Stage 1**

#### **Core Modules**

Marketing Essentials

Economic Perspectives

IT Essentials

Maths & Statistics for Business

Business Context & Organisation

Learning to Learn

Communication for  
Personal Success

### **Stage 2**

#### **Core Modules**

Employability Skills

Innovation

Marketing Communication

Selling & Sales Management

Management

Digital Marketing Concepts

Digital Planning & Management

### **Stage 3**

#### **Core Modules**

Employability in Action

Lifelong Learning

Strategic Management

Consumer Analysis

Marketing Research

Web Marketing Design  
& Development

Implementing Digital Media

BA (Hons) in

## Marketing (Digital Media & Cloud Computing)

The BA (Hons) in Marketing (Digital Media & Cloud Computing) is a specialised and innovative programme, which has been created to meet the needs of learners who seek to develop their knowledge and appreciation of concepts and frameworks of marketing with digital media at BA level.

The programme is academically challenging and the course features a range of Marketing with Digital Media and Cloud Computing subjects in which learners will be exposed to the latest cutting edge ideas, techniques and marketing frameworks through the analysis of industry best practice. The BA (Hons) in Marketing (Digital Media and Cloud Computing) is aimed towards students interested in building a career in Marketing with Digital Media and Cloud Computing within a technological skill base. Industry research indicates that there is an increasing demand from companies in this area and this degree provides these capabilities. The programme will develop in learners both knowledge and practical experience of Marketing with Digital Media and Cloud Computing concepts. This programme, therefore, represents a rare opportunity for learners to shape their career paths in this exciting arena.

### Awarding Body

Quality & Qualifications Ireland (QQI)

### Award Level

8 (Honours Bachelor Degree)

### Title of Award

BA (Hons) in Marketing

### Duration

4 years (2 evenings per week)

### Programme Summary

Programme comprises three stages. Students typically take four/five modules per year (two evenings per week) and the degree takes on average four years to complete. See page 14 for application information and next steps.

### Progression

Upon successful completion of the Level 8 Award, students are eligible to apply to Level 9 Masters Awards at DBS and other Higher Education Institutions. Please note individual programme entry requirements for eligibility.

### Key Features of the Programme

- » The programme will inform learners understanding of the industry and help them gain the skills needed to secure exciting Marketing with Digital Media roles with leading brands and agencies around the world
- » Cloud Computing incorporated into the programme will assist learners in adapting their skills in a dynamic Digital Marketing environment
- » The programme format will allow for a stimulating learning environment bringing together a faculty of experts and leaders in Marketing with Digital Media and Cloud Computing
- » Each year of study is intended to expand the learner's knowledge and understanding of Marketing with Digital Media and Cloud Computing.

### Aims & Objectives

On completion of the programme students should have acquired the skills to:

- » Evaluate the components of Marketing with Digital Media and competently integrate complex ideas and theories.
- » Demonstrate knowledge and application of Cloud Computing in Marketing within a Digital Media environment.
- » Demonstrate skills and competencies in building applications and the use of Cloud Platforms to deploy them in the Cloud.
- » Be able to communicate and manage skills required to successfully work within projects and gain the ability to function effectively as an individual and in project teams.
- » Have an appreciation of the rapidly evolving Marketing with Digital Media industry by developing their life-long learning skills. Have an understanding of the changing face of Marketing with Digital Media and Cloud Computing in relation to both acceleration in the use and development of technology, and its impact amongst organisations and on society.

## Structure & Content

**Stage 1** – seven mandatory subjects provide foundation knowledge in core marketing and business disciplines and include employability and personal development modules which run throughout the programme.

**Stage 2** – learner knowledge in the key marketing areas is further developed while learners study two specialised modules; Digital Marketing Concepts and Cloud Computing for Business.

**Stage 3** – at stage 3 learners focus on modules including Strategic Management, Marketing Research and Consumer Analysis. Students will also further develop in their knowledge in Cloud Technologies for Marketing and Web Marketing Design

## DBS Employability Pillar

In line with the DBS philosophy of ensuring its graduates have a suite of knowledge, skills and competence that make them readily employable, the programme contains an Employability Pillar of modules that complement the programme specific modules. This pillar of modules ensures students are aware of employer expectations on graduating, enhances their communication skills and time management while positioning the student for academic development during the course of their degree studies.

## Teaching and Assessment

Student assessment will be based on a combination of continuous assessment and end of year examinations. Continuous assessment will include essay writing, case studies, presentations, literature reviews and projects, and students will be required to work individually as well as in groups. End of year examinations are typically held in late April/early May. Year 1 subjects may also include an in-class assessment usually held in December.

## Career Opportunities

The programme aims to provide an academically rigorous framework through which learners understand and critically appraise the philosophy and practice of marketing with digital media. The programme will develop and prepare learners to work in any organisation, national or international, profit and not for profit and will therefore serve the needs of employers and national needs. The majority of graduates from this programme will seek employment at graduate entry marketing positions within organisations either nationally or internationally. This programme is also a valuable foundation for further postgraduate training and research.

## Programme Content

### Stage 1

#### Core Modules

Marketing Essentials

Economic Perspectives

IT Essentials

Maths & Statistics for Business

Business Context & Organisation

Learning to Learn

Communication for  
Personal Success

### Stage 2

#### Core Modules

Employability Skills

Innovation

Management

Selling & Sales Management

Digital Marketing Concepts

Cloud Computing for Business

Marketing Communication

### Stage 3

#### Core Modules

Employability in Action

Lifelong Learning

Strategic Management

Marketing Research

Web Marketing Design  
& Development

Cloud Technology for Marketing

Consumer Analysis



# Accounting & Finance Degrees

<b>BA (Hons) in Accounting &amp; Finance</b>	<b>38</b>
<b>BA (Hons) in Financial Services</b>	<b>40</b>



**Graham Donnelly**

**BA (Hons) in Accounting & Finance**

*“When I joined the evening degree course at DBS I did not know what to expect as it had been nearly ten years since I undertook any type of academic study. The course material was excellent, easy to follow and understand and the benefits I gained from the course helped me immensely in progressing in my job. The lecturers were very understanding of work and family pressures (when studying part-time) and always made themselves available if I had a problem or query. Since completing my degree I have decided to continue my studies with DBS by enrolling in their ACCA programme.”*

## BA (Hons) in **Accounting & Finance**

The BA (Hons) in Accounting & Finance degree programme is designed to prepare students for a career in the accounting and finance function in business. It features a blend of specialised accounting and finance subjects together with general business subjects. It aims to develop an awareness of the international relationships between finance and other business disciplines, to develop a critical and methodical approach to problem solving and decision making in a financial context and to develop the ability to interpret and communicate financial and other information. Successful completion of this degree gives substantial exemptions from professional accountancy examinations such as ACCA.

### **Awarding Body**

Quality & Qualifications Ireland (QQI)

### **Award Level**

8 (Honours Bachelor Degree)

### **Title of Award**

BA (Hons) in Accounting & Finance

### **Duration**

Part-time: 4 years (2 evenings per week)

### **Programme Summary**

Programme comprises three stages. Students typically take four/five modules per year (two evenings per week) and the degree takes on average four years to complete. See page 14 for application information and next steps.

### **Progression**

Upon successful completion of the Level 8 Award, students are eligible to apply to Level 9 Masters Awards at DBS and other Higher Education Institutions. Please note individual programme entry requirements for eligibility.

### **Aims & Objectives**

On completion of this programme students should have the ability to:

- » Display an excellent understanding of the theory and techniques used by professional accountants and financial managers
- » Practice the analytical skills, theoretical knowledge and management techniques required in a wide variety of accounting and business related careers
- » Apply financial models and techniques to business decision making problems at both operational and strategic environment level
- » Display and use transferable skills in a variety of business contexts
- » Proceed in a highly competent manner to further postgraduate or professional studies in the areas of accounting and finance.

**Stage 1** – seven mandatory subjects provide foundation knowledge in core business and accounting areas and include employability and personal development modules which run throughout the programme.

**Stage 2** – further develops technical knowledge in the key accounting and finance disciplines while providing an opportunity for students to augment their studies with a knowledge of the legal environment.

**Stage 3** – at stage 3 students critically examine current practice and developments in specialist areas of accounting and finance and learn to deal with complex financial and business situations in an integrative and cross disciplinary manner.





### DBS Employability Pillar

In line with the DBS philosophy of ensuring its graduates have a suite of knowledge, skills and competence that make them readily employable, the programme contains an Employability Pillar of modules that complement the programme specific modules. This pillar of modules ensures students are aware of employer expectations on graduating, enhances their communication skills and time management while positioning the student for academic development during the course of their degree studies.

### Teaching and Assessment

Student assessment will be based on a combination of continuous assessment and end of year examinations. Continuous assessment will include essay writing, case studies, presentations, literature reviews and projects, and students will be required to work individually as well as in groups. End of year examinations are typically held in late April/early May. Stage 1 subjects may also include an in-class assessment usually held in December.

### Career Opportunities

Graduates from this programme often use it as a fast track to professional accountancy qualifications, availing of their entitlement to excellent exemptions from ACCA. Former students from this programme are employed worldwide in a range of business, accounting and finance positions. They work in tax, audit and general accounting firms as well as multinational blue-chip companies and small and medium-sized enterprises across a range of industry sectors. Graduates can also pursue further academic study within the Postgraduate School at DBS including the MSc in International Accounting & Finance.

## Programme Content

### Stage 1

#### Core Modules

Business for Accounting with Law

Economic Perspectives

IT Essentials

Maths & Statistics for Finance

Accounting

Learning to Learn

Communication for Personal Success

### Stage 2

#### Core Modules

Employability Skills

Innovation

Management

Financial Accounting

Cost Management

Financial Management

Business & Company Law

### Stage 3

#### Core Modules

Employability in Action

Lifelong Learning

Financial Reporting

Performance Management

Taxation Systems

Advanced Financial Management

Audit & Assurance

*Successful completion of this degree gives substantial exemptions from professional accountancy examinations such as ACCA.*

## BA (Hons) in Financial Services

The philosophy of this degree is to develop and foster a deep understanding of financial markets and the financial services industry. The programme provides students with a solid grounding in key financial disciplines while affording students the opportunity to equip themselves with the range of knowledge and skills needed to commence a meaningful career in the financial services industry.



### Awarding Body

Quality & Qualifications Ireland (QQI)

### Award Level

8 (Honours Bachelor Degree)

### Title of Award

BA (Hons) in Financial Services

### Duration

Part-time: 4 years (2 evenings per week)

### Programme Summary

Programme comprises three stages. Students typically take four/five modules per year (two evenings per week) and the degree takes on average four years to complete. See page 14 for application information and next steps.

### Progression

Upon successful completion of the Level 8 Award, students are eligible to apply to Level 9 Masters Awards at DBS and other Higher Education Institutions. Please note individual programme entry requirements for eligibility.

### Aims & Objectives

The objectives of the programme are to provide students with an understanding of monetary systems from a practical institutional viewpoint, the nature of financial intermediation markets, the nature of money supply and policy issues relating to its control and the inter-relationship between fiscal and monetary policy.

On completion of this programme students should have acquired the skills to:

- » Demonstrate in-depth knowledge of the mechanisms and operations of financial markets
- » Practice the research and analytical techniques required in a wide variety of careers in financial services
- » Display an understanding of regulatory issues in a financial services environment
- » Apply financial and non-financial decision making problems at both operational and strategic levels
- » Have an awareness of the challenges and contemporary issues which are emerging in the world of financial services
- » Proceed in a highly competent manner to employment or further postgraduate studies in the area of financial services.

**Stage 1** – seven mandatory subjects provide foundation knowledge in core business and finance areas and include employability and personal development modules which run throughout the programme.

**Stage 2** – at stage 2 student knowledge in the key business disciplines is further developed and they are introduced to specialist requirements within the financial services industry such as financial management and the regulatory practices of financial institutions.

**Stage 3** – at stage 3 business knowledge is developed to the strategic level and the specialist technical knowledge required in financial services is developed in areas such as treasury and risk management and investor relations and wealth management.



### DBS Employability Pillar

In line with the DBS philosophy of ensuring its graduates have a suite of knowledge, skills and competence that make them readily employable, the programme contains an Employability Pillar of modules that complement the programme specific modules. This pillar of modules ensures students are aware of employer expectations on graduating, enhances their communication skills and time management while positioning the student for academic development during the course of their degree studies.

### Teaching and Assessment

Student assessment will be based on a combination of continuous assessment and end of year examinations. Continuous assessment will include essay writing, case studies, presentations, literature reviews and projects, and students will be required to work individually as well as in groups. End of year examinations are typically held in late April/early May. Stage 1 subjects may also include an in-class assessment usually held in December.

### Career Opportunities

A Financial Services degree is ideal for students who wish to pursue careers in such areas as banking, insurance, stockbroking and financial consulting. Persons employed in the financial services sector engage in a variety of finance related activities such as giving financial advice, managing investment portfolios for individuals and companies, and approving loans. This degree will equip students for many different careers in the rapidly developing financial services industry, enabling them to compete for employment in high profile areas such as funds management, stock market analysis and corporate lending.

Graduates can also pursue further academic study within the Postgraduate School at DBS including the MSc in International Accounting & Finance.

## Programme Content

### Stage 1

#### Core Modules

Business for Accounting with Law  
 Economic Perspectives  
 IT Essentials  
 Maths & Statistics for Finance  
 Accounting  
 Learning to Learn  
 Communication for Personal Success

### Stage 2

#### Core Modules

Employability Skills  
 Innovation  
 Institutional Regulation, Governance & Ethics  
 Financial Services Environment  
 Advanced Economic Perspectives  
 Financial Management

#### Electives (Choose 1)

Business Information Systems  
 Selling & Sales Management  
 Management

### Stage 3

#### Core Modules

Employability in Action  
 Lifelong Learning  
 Financial Structured Products (Theory & Practice)  
 Treasury & Risk Management  
 Global Business  
 Investor Relations & Wealth Management

#### Electives (Choose 1)

Data Management & Analytics  
 Strategic Management  
 Consumer Analysis

# Law

<b>Bachelor of Laws (Hons)</b>	43
<b>BA (Hons) in Business Studies (Law)</b>	45



## **Dr Danny Stephens**

### **Bachelor of Laws (Hons)**

*"Being no stranger to study I took several months carefully examining every law degree I could find both in the United Kingdom and in Ireland that might fulfill my personal needs based on accessibility, reputation, value for money and 'portability' to other common law jurisdictions. I had no hesitation in choosing the Law Degree at DBS, accepted as a 'qualified' law degree by the*

*Honorable Society of Kings Inns. The course has benefited me in so many ways it is difficult to state them all; however as a preparation for the Bar (as an additional career) and as a different intellectual foundation of reasoning that I had not previously possessed, it has added great dimension to my ability to critically analyse many things in life.*

*I hope to use it as a stepping stone to the Bar and to improve my ability as a clinician and as a clinical research scientist. The course was 'tough' and demanding but nothing worthwhile is ever easy and it was an enormous sense of achievement to complete it. Without a doubt the two great things about the course that stand out in my mind were my fellow students with whom I found it a privilege to study with and the lecturers who were as good as, if not better than any lecturers I have studied under at any time in my life whose expertise, experience and legal passion, so generously given was so beneficial to all the students."*

# Bachelor of Laws (Hons)

The Bachelor of Laws (Hons) is recognised by the Honorable Society of King's Inns and the Law Society of Ireland. Studying law at undergraduate level has an appeal to any student considering a career in the legal profession. A Bachelor of Laws degree provides a firm foundation for students wishing to qualify as a solicitor or barrister.



## Awarding Body

Quality & Qualifications Ireland (QQI)

## Award Level

8 (Honours Bachelor Degree)

## Duration

Part-time: 3 Years (3 evenings per week)

## Award Title

Bachelor of Laws (Hons)

## Programme Summary

Programme comprises 3 stages. Students can complete in three years part-time. Students attend lectures 3 evenings per week. See page 14 for application information and next steps.

## Progression

Upon successful completion of the Level 8 Award, students are eligible to apply to Level 9 Masters Awards at DBS and other Higher Education Institutions. Please note individual programme entry requirements for eligibility.

The study of law improves and develops the student's power of reasoning, clarity of thought and the ability to analyse and express complicated ideas. These skills also lend themselves to a wide variety of career options quite apart from private legal practice on completion of the programme.

## Aims & Objectives

The objectives of the Bachelor of Laws (Hons) programme are:

- » To provide learners with sound educational underpinning which will enable them to acquire a solid grounding in legal principles, the fundamental features of the Irish legal system and general transferable skills
- » To equip learners with a fundamental understanding of the core Irish legal subjects to facilitate progression to the professional stage of training in Ireland with the Law Society of Ireland or the King's Inns
- » To enable learners to develop a range of transferable skills including the powers of inquiry, critical analysis and logical thinking, initiative, independent learning and commitment to scholarship
- » To enable learners to develop a range of graduate skills in preparation for employment in a wide variety of fields and a fundamental understanding of society and of the role of law within society.

## Structure and Content

Students study five substantive law modules in first year in addition to a module focused on the acquisition of legal research skills. There are also two semesterised modules in year 1. First year subjects are compulsory. In second year students study five modules and students can choose their sixth module.

In year three there are three compulsory modules and students can select three other modules from a list of options.



## DBS Employability Pillar

In line with the DBS philosophy of ensuring its graduates have a suite of knowledge, skills and competence that make them readily employable, the programme contains an Employability Pillar of modules that complement the programme specific modules. This pillar of modules ensures students are aware of employer expectations on graduating, enhances their communication skills and time management while positioning the student for academic development during the course of their degree studies.

## Teaching and Assessment

The law degree programme is taught mainly through lectures, seminars and workshops with students taking responsibility for a significant amount of study outside scheduled class contact hours. In general first year modules are assessed by way of exam worth 60% and continuous assessment worth 40%. Some modules are assessed wholly via continuous assessment. In second year, the exam weighting will increase in several of the modules, but is balanced by the inclusion of continuous assessment in each module. In final year there is a higher emphasis on examination weighting in most modules. A blend of individual and group assessment has been factored into modules throughout the programme with a mix of the types of assessment in the modules.

## Career Opportunities

The Bachelor of Laws (Hons) degree provides a firm foundation for students wishing to train as solicitors or barristers. Additionally a law degree is one of the most respected undergraduate qualifications. It opens up a range of career opportunities apart from the practice of the law. Law graduates are employed in a wide variety of areas including commercial industry, social sciences, politics, the media and the public service. A legal education therefore opens more doors than just the practice of law.

## Professional Accreditation

The Bachelor of Laws (Hons) enables graduates who wish to qualify as solicitors, to sit the Law Society of Ireland FE1 examinations, which are a prerequisite to training as a solicitor. The programme also enables graduates to sit the Honorable Society of King's Inns entrance examinations the passing of which are a pre requisite for taking the Barrister-at-Law degree.

## Programme Content

### Stage 1

#### Core Modules

Contract Law  
 Constitutional Law  
 Criminal Law  
 Legal Systems  
 Introduction to Legal Research Skills  
 IT Skills for Business  
 Learning to Learn

### Stage 2

#### Core Modules

Mooting and Professional Practice  
 Law of Tort  
 European Union Law  
 Law of Real Property  
 Company Law

#### Electives (Choose 1)

Commercial Law  
 Project Planning and Control  
 People in Organisations

### Stage 3

#### Core Modules

Equity and Trusts  
 Administrative Law  
 Contemporary Issues in Law

#### Electives (Choose 3)

Law of Evidence  
 Jurisprudence  
 Family Law  
 Employment Law  
 Taxation Systems  
 Project Planning Techniques  
 Human Resource Management

## BA (Hons) in **Business Studies (Law)**

The BA (Hons) in Business Studies (Law) degree programme incorporates a balanced mix of specialised business modules, geared toward students who, whilst wishing to study for a general business degree, choose to focus especially on the legal component throughout the duration of their studies.



### **Awarding Body**

Quality & Qualifications Ireland (QQI)

### **Award Level**

8 (Honours Bachelor Degree)

### **Title of Award**

BA (Hons) in Business Studies

### **Duration**

Part-time: 4 years (2 evenings per week)

### **Programme Summary**

Programme comprises three stages. Students typically take four/five modules per year (two evenings per week) and the degree takes on average four years to complete. See page 14 for application information and next steps.

### **Progression**

Upon successful completion of the Level 8 Award, students are eligible to apply to Level 9 Masters Awards at DBS and other Higher Education Institutions. Please note individual programme entry requirements for eligibility.

### **Aims & Objectives**

The overall aim of the BA (Hons) in Business Studies (Law) is to provide students with an integrated, balanced and flexible business education and to enable them to develop the business, legal and personal skills required to establish them in their subsequent careers. The overall programme objectives are:

- » To provide students with knowledge and understanding of the fundamentals of business and the principles of subjects relating to many aspects of business
- » To develop and nurture in students, a methodical approach to analysis, problem solving and decision making
- » To provide opportunities for personal development
- » To develop students' learning skills to meet the demands of postgraduate study.

On completion of this programme, students should have acquired the skills to:

- » Demonstrate a foundation in the core areas of law that affect the functioning of a commercial environment
- » Demonstrate a clear understanding of the application and impact of the legal concepts that affect management and operational decisions from a national and EU perspective
- » Understand a range of business functions and the multi-disciplinary nature of business
- » Apply appropriate academic theories and concepts to a range of business and management issues
- » Demonstrate a range of skills required by managers
- » Understand the influence of the international context on legal decisions.

### **Structure and Content**

Students study five substantive law modules in first year in addition to a module focused on the acquisition of legal research skills. There are also two semesterised modules in year 1. First year subjects are compulsory. In second year students study five modules and students can choose their sixth module. In year three there are three compulsory modules and students can select three other modules from a list of options.



### DBS Employability Pillar

In line with the DBS philosophy of ensuring its graduates have a suite of knowledge, skills and competence that make them readily employable, the programme contains an Employability Pillar of modules that complement the programme specific modules. This pillar of modules ensures students are aware of employer expectations on graduating, enhances their communication skills and time management while positioning the student for academic development during the course of their degree studies.

### Teaching and Assessment

The law degree programme is taught mainly through lectures, seminars and workshops with students taking responsibility for a significant amount of study outside scheduled class contact hours. In general first year modules are assessed by way of exam worth 60% and continuous assessment worth 40%. Some modules are assessed wholly via continuous assessment. In second year, the exam weighting will increase in several of the modules, but is balanced by the inclusion of continuous assessment in each module. In final year there is a higher emphasis on examination weighting in most modules. A blend of individual and group assessment has been factored into modules throughout the programme with a mix of the types of assessment in the modules.

### Career Opportunities

The structure and content of this degree and stream enables students to progress to a career where a sound knowledge of relevant law is a definite asset. For example, many large organisations have legal departments, where comprehensive business knowledge augmented by a solid foundation in legal principles is required. Graduates from this programme will also be well placed to pursue a business career in areas where legal knowledge is highly relevant – human resource management, finance, purchasing, compliance and contracts.

## Programme Content

### Stage 1

#### Core Modules

Business Context & Organisation  
 Economic Perspectives  
 IT Essentials  
 Maths & Statistics for Business  
 Marketing Essentials  
 Learning to Learn  
 Communication for Personal Development

### Stage 2

#### Core Modules

Employability Skills  
 Innovation  
 Management  
 Business Finance  
 Business Information Systems  
 Principles of Business Law  
 Employee Relations and the Law

### Stage 3

#### Core Modules

Employability in Action  
 Lifelong Learning  
 Strategic Management  
 Global Business  
 Human Resource Management  
 Advanced Business & Commercial Law  
 Corporate Law & Governance



# Information Technology Degrees

<b>BA (Hons) in Business Information Systems</b>	48
<b>BA (Hons) in Business Information Systems (Cloud Computing)</b>	50
<b>BSc (Hons) in Computing</b>	54



**Guillaume Poznanski**

**BA (Hons) in Business Information Systems**

*“Thomas Edison said “Genius is 1% inspiration and 99% perspiration”. Managing my time between a fulltime job, a young family and studying for the last few years was tough but while studying at Dublin Business School involved hard work and commitment, it was nonetheless an incredibly rewarding experience. The diversity of content covered on the course was relevant to today’s business challenges. The College’s highly skilled and experienced academics challenged students to think beyond what was ‘obvious’ and to investigate the best alternative decisions. This provided me with fundamental practical and academic skills which I continue to apply to my professional life. My degree in Business Information Systems was the beginning of a commitment to learning and there is no doubt in my mind that my time at DBS will continue to be of value to me as I pursue my personal ambitions and career goals.”*

# BA (Hons) in Business Information Systems

The BA (Hons) in Business Information Systems degree programme recognises the critical role and importance of information technology at all levels in modern organisations. Students are exposed to systems analysis and design, database development, programming, web design and network management techniques. The degree prepares students for employment in an information systems (IS) related role in business, an area that has become one of the most dynamic in business.



## Awarding Body

Quality & Qualifications Ireland (QQI)

## Award Level

8 (Honours Bachelor Degree)

## Title of Award

BA (Hons) in Business Information Systems

## Duration

Part-time: 4 years (2 evenings per week)

## Programme Summary

Programme comprises three stages. Students typically take four/five modules per year (two evenings per week) and the degree takes on average four years to complete. See page 14 for application information and next steps.

## Progression

Upon successful completion of the Level 8 Award, students are eligible to apply to Level 9 Masters Awards at DBS and other Higher Education Institutions. Please note individual programme entry requirements for eligibility.

## Aims & Objectives

On completion of this programme, students should have acquired the skills to:

- » Understand the significant role of information systems in modern business
- » Appreciate the importance of appropriate management of the Information Systems (IS) function in organisations
- » Demonstrate knowledge and critical awareness in the primary business disciplines and in the general field of information systems and its related technologies
- » Display and use transferable, real world skills in a variety of business contexts
- » Develop and evaluate the effectiveness of computer applications as solutions to business problems
- » Display competence to deal knowledgeably with general or IS specific business issues and develop effective solutions
- » Demonstrate a high level of competence in using a wide range of IT hardware and software tools to an industry level standard.

**Stage 1** – seven mandatory subjects provide foundation knowledge in core business, marketing and IT areas. It also includes employability and personal development modules which run throughout the programme.

**Stage 2** – student knowledge in key business disciplines, such as management and entrepreneurship, is developed and students are introduced to more specialised IS areas including systems, databases and web design with optional modules.

**Stage 3** – at stage 3 the business and information systems focus moves to strategic level while advanced knowledge and skills are developed in specialist IS areas such as building business and web applications, data management and offers options in app development and cloud networking and security.



### DBS Employability Pillar

In line with the DBS philosophy of ensuring its graduates have a suite of knowledge, skills and competence that make them readily employable, the programme contains an Employability Pillar of modules that complement the programme specific modules.

This pillar of modules ensures students are aware of employer expectations on graduating, enhances their communication skills and time management while positioning the student for academic development during the course of their degree studies.

### Teaching and Assessment

The BA (Hons) in Business Information Systems is taught mainly through lectures and tutorials, with students taking responsibility for a significant amount of study outside scheduled class contact times. Assessment takes a variety of forms, including essays and reports, individual and group assignments and formal examinations. The majority of subjects are assessed through a combination of coursework and examination.

### Career Opportunities

The programme is primarily intended to position graduates to take up positions as systems analyst, business analyst, website designer/developer, computer programmer, database administrator, network administrator or non-IS disciplines for which a good knowledge of IS affairs would represent a significant advantage. Such positions commonly occur in organisations that have invested significantly in IS to underpin and optimise their business operations and who rely heavily on IS to support their competitive positions. These positions may occur in a range of business functions, including marketing, logistics, production, finance and general business administration. With the recent resurgence in demand in the IT sector, demand for suitably qualified graduates is always very strong.

## Programme Content

### Stage 1

#### Core Modules

Marketing Essentials  
 Economic Perspectives  
 IT Essentials  
 Maths & Statistics for Business  
 Business Context & Organisation  
 Learning to Learn  
 Communication for Personal Success

### Stage 2

#### Core Modules

Employability Skills  
 Innovation  
 Management  
 Information Systems & Databases  
 Web & Media Design

#### Electives (Choose 2)

Principles of Programming  
 E-Business  
 Cloud Design & Development  
 Cloud Computing for Business

### Stage 3

#### Core Modules

Employability in Action  
 Lifelong Learning  
 Strategic Management  
 Data Management & Analytics  
 Web application Development

#### Electives (Choose 2)

Data & Network Communication  
 Cloud Networking & Security  
 Mobile Software Development  
 Application of Cloud Technologies

## BA (Hons) in **Business Information Systems (Cloud Computing)**

The BA (Hons) in Business Information Systems and Cloud Computing degree recognise the critical role and importance of information technology at all levels in modern organisations. Students are exposed to systems analysis and design, database development, programming, web design and network management techniques. The degree prepares students for employment in an information systems (IS) related role in business, an area that has become one of the most dynamic in business.

In relation to the specific skills requirement in the area of cloud computing, a report by Goodbody's Economic Consultants identifies that 'the greatest benefit of cloud computing is as a source of exports, growth and jobs for the Irish economy'. This report also identifies 'the need for additional marketing, sales and technical staff with the relevant skills for cloud Computing, and a need for training for their current employees'. This programme will provide students with a solid understanding in the technologies and languages that are used to design and develop applications for the cloud. They will also understand the fundamental concepts and architecture of cloud computing. Students will develop key skills in the use and application of current cloud computing platforms and how they are used to deploy web and other client applications to the Cloud.

### **Awarding Body**

Quality & Qualifications Ireland (QQI)

### **Award Level**

8 (Honours Bachelor Degree)

### **Title of Award**

BA (Hons) in Business Information Systems

### **Duration**

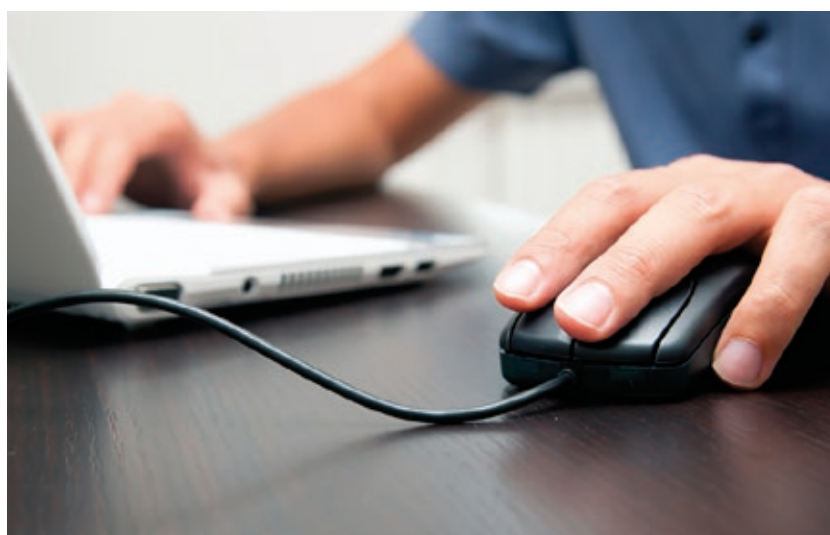
4 Years (2 evenings per week)

### **Programme Summary**

Programme comprises three stages. Students typically take four/five modules per year (two evenings per week) and the degree takes on average four years to complete. See page 14 for application information and next steps.

### **Progression**

Upon successful completion of the Level 8 Award, students are eligible to apply to Level 9 Masters Awards at DBS and other Higher Education Institutions. Please note individual programme entry requirements for eligibility.





### Aims & Objectives

On completion of this programme, students should be able to:

- » Demonstrate knowledge and critical awareness in the primary business disciplines and in the general field of information systems and its related technologies
- » Display and use transferable, real-world, skills in a variety of business contexts
- » Develop and evaluate the effectiveness of computer applications as solutions to business problems
- » Demonstrate a high level of competence in using a wide range of IT hardware and software tools to an industry-level standard
- » Demonstrate skills and competencies in building web and mobile applications and the use of cloud platforms to deploy them in the cloud.
- » Appreciate the importance of appropriate management of the IS function in organisations

## Programme Content

### Stage 1

#### Core Modules

Marketing Essentials

Economic Perspectives

IT Essentials

Maths & Statistics for Business

Business Context & Organisation

Learning to Learn

Communication for

Personal Success

### Stage 2

#### Core Modules

Employability Skills

Innovation

Management

Information Systems & Database

Web Design and Media

Cloud Computing for Business

Cloud Design & Development

### Stage 3

#### Core Modules

Employability in Action

Lifelong Learning

Strategic Management

Data Management & Analytics

Web Application Development

Application of Cloud Technologies

Cloud Networking & Security



## BA (Hons) in Business Information Systems (Cloud Computing) (continued)

### Structure & Content

The central focus of the programme is on Business Information Systems and Cloud Computing subjects. The common foundation level will feature a number of relevant business subjects, which extend the field of study to the broader business environment within which the IT and cloud computing functions are positioned. Learners also learn to develop pragmatic solutions to real problems and how to effectively communicate information, ideas, complex problems and solutions to a range of areas.

**Stage 1** is a foundation level, which is common to many of the College's undergraduate degree programmes. The foundation level provides knowledge in the primary business disciplines, as well as developing the broad cognitive skills of students.

**Stage 2** builds on the foundation year by providing a blend of more advanced and specialised business and IS modules to develop student knowledge, competence and skills in business areas and, more particularly, in specific IS areas. Modules at this level also seek to provide initial development of the analytical and critical faculties of students.

**Stage 3** further advances student knowledge in business and IS areas and seeks to further develop their analytical and critical faculties. Modules at this level have a strong focus on managerial issues in both business and IS areas and also seek to provide more advanced coverage of business and IS topics and skills developed at Level 2.

### DBS Employability Pillar

In line with the DBS philosophy of ensuring its graduates have a suite of knowledge, skills and competence that make them readily employable, the programme contains an Employability Pillar of modules that complement the programme specific modules. This pillar of modules ensures students are aware of employer expectations on graduating, enhances their communication skills and time management while positioning the student for academic development during the course of their degree studies.





### **Teaching & Assessment**

The BA (Hons) in Business Information Systems (Cloud Computing) is taught mainly through lectures and tutorials, with students taking responsibility for a significant amount of study outside scheduled class times. Assessment takes a variety of forms, including essays and reports, individual and group assignments and formal examinations. The majority of subjects are assessed through a combination of coursework and examination.

### **Career Opportunities**

The programme is primarily intended to position graduates to take up positions as systems analyst, business analyst, computer programmer, database administrator, network administrator or non-IS disciplines for which a good knowledge of IS affairs would represent a significant advantage. Such positions commonly occur in organisations that have invested significantly in IS to underpin and optimise their business operations and who rely heavily on IS to support their competitive positions. These positions may occur in a range of business functions, including marketing, logistics, production, finance and general business administration.

With the recent resurgence in demand in the IT sector, demand for suitably qualified graduates is always very strong. The skill set acquired in the Cloud computing stream will ensure graduates can confidently contribute to the strategic direction of their organisation, to align strategy with the unlimited potential of cloud technology and use for human resource development, financial planning, change management and the marketing of their product/service creating a competitive advantage in the market place. The programme will also provide students with a solid platform for further study/research within the field if they wish to progress to Postgraduate level.

# BSc (Hons) in Computing

The BSc (Hons) in Computing aims to develop the student's knowledge of the theory and practice of modern computing necessary for them to secure employment and perform as ICT practitioners in a broad range of commercial, industrial and public sector environments. Graduates will have a clear understanding of the practical, theoretical and professional foundations of computing science. The programme enables and supports students to develop critical analytical skills and to develop skills in applying theoretical concepts to the practice of computing.

The BSc (Hons) in Computing has been prepared in line with current developments within the ICT sector and is informed by consultation with employers. A key feature of the proposed programme is its enhanced focus on employability. The programme incorporates a mandatory 10 month work placement, which is included to ensure graduates of the programme will have the required practical application of the programme content to ensure a smooth transition into the workplace and further progression within the workplace. The programme incorporates specific employability modules that aim to enhance the graduate's employability by developing key transferable skills in the area of communication and leadership.

The BSc (Hons) in Computing responds to a known and often articulated skills shortage that exists in the ICT sector. The Irish Government and Industry recognise that there is an urgent requirement to ensure an adequate supply of ICT talent and skills from both the domestic and international markets to meet needs. The central growth scenario forecast is for ICT professional demand to increase to 91,000 by 2018 (5% compound growth per annum). It is estimated that there will be approximately 44,500 potential job openings for ICT professionals in the period 2014-2018. It is recognised that there are current and medium term recruitment difficulties in relation to ICT related honours programmes. This is just in Ireland, the forecast skills shortages across Europe have been estimated as high as 264,000 by 2015.

## Aims & Objectives

- On completion of this programme, students should be able to:
- » Work effectively in ICT environments within organisations
  - » Understand the theoretical and practical applications in the major areas of Computing
  - » Enable the student to contextualise his/her studies by affording the opportunity of a work placement in an ICT role
  - » Demonstrate presentation and reporting skills in addition to personal and career development, facilitating preparation for work and postgraduate study
  - » Demonstrate experience in the research, formulation, implementation and evaluation of a problem and its solution
  - » Display competence in dealing knowledgeably with general computing issues and develop effective solutions
  - » Demonstrate a high level of competence in using a wide range of IT hardware and software tools to an industry level standard
  - » Display and use transferable, real world skills in a variety of business contexts
  - » Develop and evaluate the effectiveness of computer applications as solutions to business problems
  - » Proceed to postgraduate study with specialist skills based on their programme of study

## Awarding Body

Quality & Qualifications Ireland (QQI)

## Award Level

Level 8

## Title of Award

BSc (Hons) in Computing

## Duration

4 years (2 evenings per week)

## Programme Summary

Programme comprises of three stages.

Students typically study 2 evenings per week, and the degree takes on average four years to complete. See page 14 for application information and next steps.

## Progression

Upon successful completion of the BSc (Hons) Computing, students may apply for entry into the Level 9 MSc Information Systems with Computing at DBS.



## DBS Employability Pillar

In line with the DBS philosophy of ensuring its graduates have a suite of knowledge, skills and competence that make them readily employable, the programme contains an Employability Pillar of modules that complement the programme specific modules. This pillar of modules ensures students are aware of employer expectations on graduating, enhances their communication skills and time management while positioning the student for academic development during the course of their degree studies.

## Teaching and Assessment

The BSc (Hons) in Computing is taught mainly through lectures and tutorials, with students taking responsibility for a significant amount of study outside scheduled class contact times. Assessed work will consist of traditional end-year examinations plus a significant element of continuous assessment based on coursework. Such coursework may involve research-based reports, case studies, essays, or practical assignments.

## Structure

The BSc (Hons) in Computing is a Level 8 degree over four stages, accumulating 240 ECTS. The programme is applied in nature, delivering an industry ready graduate with practical skills and expertise to augment theoretical and understanding of computing disciplines. Stages 1 and 2 lay the foundations for the programme by providing students with a rigorous academic foundation and a systematic understanding of the principles, through and application of a broad range of computing modules. Stage 3 provides the opportunity for the practical application of learning and for continued learning through a 10-month work placement. Stage 4 affords the student the opportunity to develop specialised knowledge by selecting two electives from an available list of modules in addition to two core modules and a capstone project module.

## Career Opportunities

The BSc (Hons) in Computing is intended to position graduates for recruitment into positions in the areas of Data Analytics, Big Data, Cloud Computing, Web & Mobile Computing and Software Development. Demand for suitably qualified IT graduates is currently very strong and will remain so for some time. At present there is a shortage of suitably qualified people to fill a skills shortage in ICT areas, both in Ireland and internationally. Vacancies also commonly become available in organisations that have invested in IT as a key enabler of their own businesses. Given the widespread nature of computing there are opportunities in all sectors of industry including finance and insurance, technology and IT, commerce, engineering, government, education and health.

## Programme Content

The BSc (Hons) in Computing has the following content.

**NB: Stage 3 of this programme consists of a work placement.**

### Stage 1

#### Core Modules

Programming Fundamentals  
Mathematics and Statistics for Computing  
Information Systems and Databases  
Problem Solving and Algorithms  
Information and Communication Technology  
Computer Architecture  
Web Development I  
Learning to Learn  
Communications for Success

### Stage 2

#### Core Modules

Object Orientated Programming  
Software Engineering  
Data Communications and Networking  
Databases  
Web Development II  
Operating Systems  
Algorithms and Data Structures  
Project Management  
Mathematics

### Stage 3

#### Work Placement

### Stage 4

#### Core Modules

Distributed Systems  
Computer Security  
Project

#### Stream Modules

Choose one of the following

Stream 1 Cloud Computing  
Cloud Platform Development  
Cloud Infrastructure and Networking

Stream 2 Data Analytics and Big Data  
Data Mining and Analytics  
Managing and Processing Big Data

Stream 3 Software Development  
Software Quality Assurance  
UX and GUI Development

Stream 4 Web and Cloud Technology  
Advanced Web Technologies  
Mobile and Social Computing

# Additional Programmes Offered by DBS

## DBS Postgraduate School

The DBS Postgraduate School offers a diverse range of full-time and part-time Postgraduate programmes:

### Postgraduate School of Arts

MA in Psychoanalytic Psychotherapy – APPI recognised

MA in Addiction Studies

MA in Psychotherapy

Higher Diploma in Counselling & Psychotherapy

Higher Diploma in Arts in Psychology

Higher Diploma in Arts in Psychoanalytic Studies

### Postgraduate School of Business

#### Business Programmes for Business Graduates

MSc in Marketing

MSc in Marketing with Digital Media

MSc in Human Resource Management

MSc in International Accounting & Finance

#### Business Programmes for all Graduates

MBA in Business Management

MBA in Marketing

MBA in HRM

MBA in Finance

MBA in Project Management

MBA in Information Systems

MBA in Cloud Computing

MSc in Management Practice

MSc Information & Library Management

MSc in Management Practice

Higher Diploma in Business

#### Business Programmes for IT Graduates

MSc in Information Systems and Computing

## DBS School of Arts

The School of Arts offers the following full-time and part-time Undergraduate programmes:

### Honours Bachelor Degrees (Level 8)

BA (Hons) in Arts

BA (Hons) in Journalism

BA (Hons) in Film

BA (Hons) in Social Science

BA (Hons) in Counselling & Psychotherapy

### Ordinary Bachelor Degrees (Level 7)

BA in Social Studies

BA in Film & Media

BA in Journalism & Media

BA in Arts

## DBS School of Business

The School of Business offers the following full-time Undergraduate programmes:

### Honours Bachelor Degrees (Level 8)

BA (Hons) in Accounting and Finance

BA (Hons) in Business Studies (Psychology)

BA (Hons) in Business Studies (Management)

BA (Hons) in Business Studies (Human Resource Management)

BA (Hons) in Business Studies (Project Management)

BA (Hons) in Business Studies

BA (Hons) in Business Studies (work placement)

BA (Hons) in Financial Services

BA (Hons) in Business Information Systems

BA (Hons) in Business Information Systems (Cloud Computing)

BA (Hons) in Marketing

BA (Hons) in Marketing (Event Management)

BA (Hons) in Marketing (Digital Media)

BA (Hons) in Marketing (Digital Media & Cloud Computing)

### Ordinary Bachelor Degrees (Level 7)

Bachelor of Business

Bachelor of Business in Accounting

Bachelor of Business in Marketing

### Higher Certificates (Level 6)

Higher Certificate in Business

Higher Certificate in Business in Accounting

Higher Certificate in Business in Marketing

## DBS School of Law

The School of Law offers the following full-time Undergraduate programmes:

### Honours Bachelor Degrees (Level 8)

BA (Hons) in Business Studies (Law)

Bachelor of Laws (Hons)

### Ordinary Degrees (Level 7)

BA in Legal Studies

BA in Legal & Business Studies

### Higher Certificates (Level 6)

Higher Certificate in Legal Studies

Higher Certificate in Legal & Business Studies

## DBS Professional School

The DBS Professional School offers tuition for the following professional bodies:

Association of Chartered Certified Accountants (ACCA)

Professional Evening Diploma Programmes are also offered in the following areas:

Business Studies, Management, Accounting & Finance, Taxation, Advanced Taxation, Human Resource Management, Office Management, Marketing, Advertising, Sales & PR, Project Management, Investment & Capital Markets, Tourism Management & Marketing, Selling & Sales Management, Internet Marketing, Digital Marketing & Strategy, Event Management & PR, Family Law, Employment Law, Legal Studies, Health & Safety Law, Alternative Dispute Resolution, Company Law, Media Law, Criminology, Addiction Studies, Psychology, Social Science, Counselling, Psychoanalytic Studies, Crime Scene Investigation, Journalism & Media, Sports Journalism, Video Production and Web Design & Development.

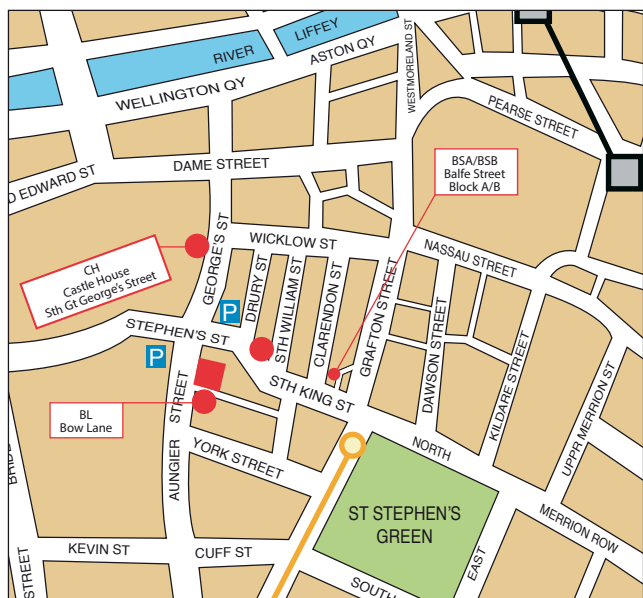
# VISIT US!

Come along to our next open event where you can also meet with lecturers, student services and view the college facilities.

## 2016/17 Open Events [www.dbs.ie/Open-Events](http://www.dbs.ie/Open-Events)

### Location

A mere two minute walk from St. Stephens Green, the Luas and all main bus routes, DBS is truly in the heart of Dublin city. Our educational sites in the prime city centre locations of Aungier Street, Balfe Street, Dame Street and South Great George's Street are all within a few minutes walking distance of each other. Buses servicing Aungier Street directly are 16, 16A, 19, 9, 65, 65B, 83 or 122. All bus, DART, Luas and rail services have terminals close to the college.



#### If you would like:

- More detailed information on any of the programmes enclosed in this prospectus
- To meet with a member of the Admissions Team
- Details of our Open Events

#### Please contact:

##### The Admissions Office

Dublin Business School  
13/14 Aungier Street  
Dublin 2

**T:** +353 1 4177500

**F:** +353 1 4177543

**E:** [admissions@dbs.ie](mailto:admissions@dbs.ie)

**W:** [www.dbs.ie](http://www.dbs.ie)



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Visit our website: [www.dbs.ie](http://www.dbs.ie)

*Dublin Business School reserves the right to alter or withdraw any of the modules or programmes described in this document. While every effort has been made to ensure the information contained in this document is correct, the College is not liable for any errors and omissions.*



**For further information contact:**

Dublin Business School, 13/14 Aungier Street, Dublin 2

**T:** 01 4177500 **F:** 01 4177543 **E:** [admissions@dbs.ie](mailto:admissions@dbs.ie) **W:** [www.dbs.ie](http://www.dbs.ie)