



## BACHELOR OF ARTS (HONOURS) IN BUSINESS

Ready to build a successful future in the world of business?

Our BA (Hons) in Business is designed to equip you with the knowledge, skills, and confidence to thrive in today's dynamic and competitive marketplace. From core business principles to emerging industry trends, this degree prepares you to lead, adapt, and innovate in any business environment.

### What to Expect

- Study four business-focused modules per semester across a three-year programme
- Progress from foundational business skills to advanced topics like strategy, digital tools, and global markets
- Learn through a blend of lectures, tutorials, and independent learning
- Enhance your learning with guest lectures, real-world workshops, and personal mentoring
- Gain industry-relevant skills through practical assignments and applied business projects

### Graduate Outcomes

- Demonstrate applied knowledge of core business disciplines
- Analyse and solve real-world business challenges using digital tools
- Communicate effectively with professional and general audiences
- Exhibit ethical leadership and collaborative teamwork
- Apply reflective practice to support continuous development
- Promote inclusive, responsible, and globally aware business approaches
- Graduate with a Europass Diploma Supplement recognised across Europe



**3 Years Full Time**  
**4 Years Part Time**



**EEA: € 6,000**  
**International: € 10,000**



**180 Credits**



**Intakes:**  
**February, June, September**



**NFQ Level 8 Major Award,**  
**Awarded by QQI**

## WHY CHOOSE OUR PROGRAMME?

- Build a strong foundation in core business disciplines, preparing you for professional roles and future postgraduate study
- Gain practical skills in communication, leadership, and decision-making, developed through real-world projects and case studies
- Learn from expert faculty and industry professionals across key areas such as management, marketing, finance, and digital business

## MODULE SUMMARIES

The BA (Hons) in Business is designed to develop the knowledge, skills, and mindset needed to succeed in today's dynamic business environment—balancing academic theory with applied learning.

The first-year modules build essential foundations in core business skills:

YEAR 1			
Business Fundamentals in the Digital Age	Management and Organisational Behaviour	Interpersonal and Digital Communications	Personal and Professional Development
Marketing Principles	Quantitative Techniques for Business	Accounting for Business	Applied Digital Skills

Second year modules delve deeper into specialist areas of modern business:

YEAR 2			
Economics for Business	Business Finance	Digital Business	Human Resource Management
Business Law	Supply Chain Management	Enterprise Systems	Statistics for Business

In the final year students will be able to specialise and select from a range of options.

They will also have the opportunity to work on a research project based on their own business interests or, if independently arranged, work with a company on a specific business problem.

YEAR 3			
Business Research	Business Intelligence and Data Analytics	Cyber-Security	Business Strategy
Sustainable and Ethical Business	Business Project with Professional Practice	Project Management	Electives*

\*Electives can be selected from:

- Design Thinking
- Leadership Development
- Digital Marketing
- Change Management
- Artificial Intelligence and Machine Learning

Electives subject to availability depending on semester and student demand

## GET IN TOUCH TODAY!

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