

BA in International Business & Languages (French/ German/Spanish)

Course Short Code

IBLFGS

Course Year

4

Course Offering: 01

[Print PDF](#)

**BA in International Business & Language
French/German/Spanish, Year 4, Full-Time**

******IMPORTANT MESSAGE******

The purpose of this information sheet is to allow you view all modules connected to the Qualification, optional and core. You should print this sheet out and then continue to the next step where your registration will take place.

It is your responsibility to ensure that you register correctly

CORE MODULES

YEAR LONG

MT301	Business Strategy	10 Credits
-------	-------------------	------------

SEMESTER 2

LC480	Year 3 Cultural Project Contribution	0 Credits
-------	--------------------------------------	-----------

OPTIONAL MODULES

Students must choose one of the following specialisms:

Students can elect to choose two modules from one specialism in semester one
and

two modules from the same specialism or two modules from a different
specialism in semester two.

Students must also select one Language Major

Marketing Specialism

Choose 10 credits per semester from the following:

SEMESTER 1

MG302	International Marketing	5 Credits
MG333	Marketing Communications	5 Credits

SEMESTER 2

MG301	Marketing Management	5 Credits
MG325	Sales and CRM	5 Credits

In addition to a specialism, students must choose 5 credits per semester from the following modules:

You must choose your optional modules subject to timetabling constraints.

SEMESTER 2

LC407	Intercultural Business Communication	5 Credits
SP368	Spanish Language 6 (Intermediate)	5 Credits
UM404	Uaneen - Contributing Module	5 Credits

ADDITIONAL NON-CONTRIBUTING MODULE

You may choose the following non-contributing module, the marks for which will not contribute to your final degree award.

The Uaneen Module (UM405) is an optional, extra-curricular module with a portfolio assessment. For full details on this module please visit <http://www.dcu.ie/uaneen/index.shtml>.

UM405	Uaneen Non-Contributing Module	5 Credits
-------	--------------------------------	-----------

Last Updated: 15th July 2016