

BA in Global Business (USA)

Programme Code: EBT

Year of Study:

Programme Offering:

[Print PDF](#)

**** 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.

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****STUDENTS NOT STUDYING IN DCU IN YEAR 4, BUT WHO ARE STUDYING ABROAD IN YEAR 4, SHOULD ONLY REGISTER FOR THE FOLLOWING MODULE. DO NOT SELECT ANY FURTHER MODULES****

DCU Students completing their Year abroad in year 4 Please register for module BAA1025 - Year Abroad (EB level 4)

Students studying DCU in Year 4 Students must select all Core modules & follow the instructions below for optional modules

Core Modules

Year Long

BAA1003 New Enterprise Development Project	10 Credits
BAA1010 Business Project	10 Credits
BAA1019 Business Strategy	10 Credits

Semester 2

BAA1029 Ethics for Business & Technology	5 Credits
ECO1019 Innovation Economics	5 Credits

Optional Modules

ALL STUDENTS STUDYING IN DCU IN YEAR 4 MUST REGISTER FOR SPECIALISMS.

STUDENTS CAN ELECT TO CHOOSE TWO MODULES FROM ONE SPECIALISM IN SEMESTER 1 AND TWO MODULES FROM THE SAME SPECIALISM OR TWO MODULES FROM A DIFFERENT SPECIALISM IN SEMESTER 2 (EXCEPT FOR MARKETING).

Economics

Semester 1

ECO1011 Economic Estimation & Inference	5 Credits
ECO1017 Intermediate Microeconomics 1	5 Credits

Semester 2

ECO1013 International Economics	5 Credits
ECO1024 Environmental Economics in Action	5 Credits

Finance

Semester 1

FBA1007 International Finance 5 Credits

FBA1008 Financial Theory 5 Credits

Semester 2

ECO1012 Econometrics & Forecasting 5 Credits

FBA1010 Risk Management 5 Credits

HR Management

Semester 1

MNA1004 Employee Relations Procedures 5 Credits

MNA1047 Talent Management 5 Credits

Semester 2

MNA1049 Cross-cultural Management 5 Credits

MNA1132 Organisational Psychology 5 Credits

Management of Operations

Semester 1

MNA1094 Supply Chain Management 5 Credits

MNA1095 International Service Management 5 Credits

Semester 2

MNA1017 Business Processes & Lean Thinking 5 Credits

MNA1096 Project Management 5 Credits

Marketing

Year Long

MAD1013 Entrepreneurial Marketing Strategy 10 Credits

MAD1014 Advertising in the Digital Age 10 Credits

Data Analytics

Semester 1

BAA1026 Data Analytics: Programming & Visualisation 10 Credits

Semester 2

BAA1027 Data Analytics: Machine Learning & Advanced Python 5 Credits

BAA1028 Workflow & Data Management 5 Credits