



BA Global Business (Canada, France, Germany, Spain, USA) – INTRA Programme

Overview

The BA Global Business is a full time four-year degree programme. Students from Ireland, Canada, France, Germany, Spain and the U.S. participate. The objectives of the Bachelor of Arts Global Business are:

- To provide a broad knowledge of theories, concepts and methods pertaining to the study of general business management combined with a specific knowledge of different socio-cultural/linguistic contexts
- To develop students who can apply specific knowledge in market and business research, finance, marketing, human resources, e-business, law and a language whilst comprehending the wider economic, social and cultural context of business
- To provide students with a multi-cultural educational experience, exploring the culture of business and society in Europe, Canada and the United States
- To foster understanding of the methods and techniques of business in an international context
- To develop students' proficiency in French, German or Spanish and so afford them the opportunity to develop careers in the international context

Programme Outline

The degree programme is offered in conjunction with: Goodman School of Business, Brock University, Ontario (Canada), NEOMA Business School, Reims (France); European School of Business, Reutlingen (Germany); La Facultad de Ciencias Economicas y Empresariales de la Universidad

Pontificia Comillas, Madrid (Spain); D'Amore-McKim School of Business, Northeastern University, Boston (USA). It is a dual degree programme between DCU and a partner institution and consists of four streams: Canada (with Brock University, Ontario); France (with NEOMA Business School, Reims); Germany (with ESB, Reutlingen); Spain (with ICADE, Madrid); USA (with Northeastern University, Boston).

Education

The students spend two years in their home university and two years in one of the partner institutions starting either at the home or the partner institution. The two main educational strands are:

Languages: DCU-recruited students take French, German or Spanish, which will be the working language for 2 years of their degree programme. Students recruited in France, Germany and Spain will have English as their working language for 2 years at DCU.

Business: During years one and two, the courses provide students with an understanding of the principles of business (e.g. accounting, law, economics, human resource management). The third year, whether at DCU or abroad, expands on these courses while continuing to prepare students for the specific challenges of business in such areas as financial management and international trade. Fourth year gives students a strategic view of business while adding an international dimension to the degree with a particular focus on the international aspects of business.



Work Experience

Relevant Work Experience through DCU's work experience programme INTRA (INtegrated TRAINing) is a central feature of education at DCU and an integral part of most undergraduate and some postgraduate degree programmes. Students from the BA Global Business are required to complete a four - six month INTRA placement at the end of second year (February to July), and a six-month placement at the end of third year (February to July).



Students are available for interview from October onwards. For more information, contact:

INTRA Unit, Student Support & Development,
DCU, Glasnevin, Dublin 9. Ireland.

T: +353 1 700 5178

E: vanessa.wade@dcu.ie

W: dcu.ie/intra

[in/dcu-intra-office](https://www.instagram.com/intra_dcui)

Year 1	Year 2	Year 3	Year 4
Core Modules	Core Modules	Core Modules	Core Modules
Business Mathematics 1	Finance 2	Operations Management	Globalisation
Critical Thinking for Business	Psychology in Organisations	Marketing Communications	Business Ethics
Enterprise 101	Macro-Economic Policy	International Trade and Business	Business Project
Introduction to Microeconomics and Macroeconomics	Statistics for Business and Economics	Organisation Theory and Practice 1	New Enterprise Development Project
Introduction to European Intergration	Management Accounting	Human Resource Management	Business Strategy
Introduction to Marketing	Optional Modules	Optional Modules	French/German/Spanish
Financial Accounting for Decision Making	German	German	Optional Specialisms (four modules from one of the specialisms)
Finance 1	French	French	Finance
IT Skills and Software Tools for Managers	Spanish	Spanish	Human Resource Management
Optional Modules	American Studies	Irish	Law
Law	Media and Communications	Economic Analysis	Marketing
German		Growth and Development	Management
French	INTRA	INTRA	
Spanish	INTRA	INTRA	
American Studies			
Modern Technology			