



Ollscoil Chathair
Bhaile Átha Cliath
Dublin City University



Bachelor of Business Studies (Hons) – INTRA Programme (DC111)

Objective

The Objectives of the Business Studies degree programme are: (i) To provide students with a comprehensive understanding of the academic disciplines which underpin the operation of business (ii) To develop a range of transferable skills in areas such as communications, research, critical thinking and problem solving (iii) To foster the development of consultancy, teamwork and project management capabilities (iv) To provide the language and information technology skills necessary for successful domestic and international operations (v) To encourage students to create, develop and start a new enterprise (vi) To focus on the global environment within which business operates (vii) To offer students the opportunity to gain specialist expertise in one of the following areas: Finance; Marketing; Human Resource Management; eBusiness Management; Economics.

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 Bachelor of Business Studies have the opportunity in third year

to complete an INTRA placement of eleven months or longer and are available to start any time between June and September.

Work Areas

- Gathering personnel-related information, screening and interviewing
- Evaluating surveys, conducting research and compiling reports
- Computerisation and administration of personnel records
- Assessment of the impact of changing employment law requirements on organisational development
- Special finance/accounting projects
- Data inputting, processing and analysis
- Account preparation, inventory control, VAT returns
- Basic analysis of international financial markets
- Market research and design of marketing proposals
- Production of marketing literature
- Sales and advertising duties
- Production of reports on statutory requirements of Company's Act regarding corporate officer roles and activities





Students are available for interview from early March for a placement commencing between June and September. For more information, contact:

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W: dcu.ie/intra

[in/dcu-intra-office](https://www.linkedin.com/company/intra-dcu)

Year 1	Year 2	Year 3	Year 4
Year Long Core Module	Semester 1 Core Modules	<h1>INTRA</h1>	Year Long Core Module
Digital Innovation Creativity and Enterprise	Financial Markets		New Enterprise Development Project
Semester 1 Core Modules	Introduction to Human Resource Management		Business Strategy
Management Accounting for Decision Making	Business Law		Semester 1 Core Modules
Introduction to Microeconomics	Operations Management		The Changing Consumer
Psychology in Organisations	Business Information Systems		Practical Market Research
Skills for Success	Statistics for Business and Economics		Semester 2 Core Modules
Mathematics for Economics and Business	Semester 2 Core Modules		Global Issues in Business and Economics
IT Skills and Software Tools for Managers	Business and Professional Ethics		Choice of Specialisms:
Semester 2 Core Modules	Financial Management		Business
Financial Accounting for Decision Making	Industrial Economics		Economics Finance
Introduction to Macroeconomics	Industrial Relations		Human Resource Management
Introduction to Law	The Changing Consumer		Marketing Management
Introduction to Marketing	Digital Marketing		Options:
Organisation Theory and Practice			Fund Accounting
			Corporate Governance
			Irish Economic Analysis
			Financial Theory
			Employee Relations Procedures
		International Marketing	
		Supply Chain Management	
		Taxation	
		Business and Society	
		Econometrics and Forecasting	
		Risk Management	
		Urban and Regional Economics	
		Cross-Cultural Management	
		Sales and CRM	
		Electronic Commerce	