

DCU Business School

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Full Time Postgraduate Study

DCU
BUSINESS
SCHOOL





About DCU Business School

As one of Europe's most dynamic business schools, DCU Business School is truly alive with ambition. We have redefined the boundaries of the traditional business school, collaborating on multiple levels with business, industry and government. Being responsive to the needs of people, organisations, economies and societies is at the heart of all of our programmes, and it gives us a momentum not readily achieved by older institutions.



We develop our students' capability to bring sustainable value to their organisations and to society at large, to confidently manage and lead in environments that are not predictable, and to prepare them for diverse, dynamic career paths over their lifetimes. The quality of our teaching, small class sizes, and high levels of industry engagement make us stand out, and have been recognized by AACSB, the oldest and most prestigious global accrediting body for business schools.

Our graduates leave us equipped to analyse with precision, and think strategically; empowered to solve business problems creatively and to act with conviction and confidence at senior level in their organisations. As our programmes have become increasingly global in scope and our student body more international, our alumni are networked across the globe making a real contribution to companies and economies in over 60 countries across five continents.

In everything we do, we do it with an energy and an entrepreneurial zeal that is our hallmark. It is what we are known for, as part of Ireland's University of Enterprise, located in one of Europe's most thriving business locations, Dublin city, the European headquarters hub for the world's top technology, financial services, pharma and life sciences.

We focus on strategically important business sectors in Ireland, and take pride in the impact our engagement has on Irish industry and, increasingly, on international organisations. We recognise that these connections are key to delivering a unique postgraduate experience. Our solid industry relationships have allowed us to instil an enterprising culture into our postgraduate courses which has resulted in DCU Business School's reputation as being Ireland's most innovative business school.

We look forward to welcoming you to Dublin and DCU Business School next September!



Full Time Postgraduate Study

Why DCU Business School

1. A world leading young university

DCU is the only University in Ireland to be ranked in the QS Top 50 University under 50 years old and is within the Top 200 most globally-engaged universities in the world. We have forged a reputation as Ireland's University of Enterprise, through strong, active links with academic, research and industry partners both at home and overseas.

2. Internationally recognised

DCU Business School is only one of two schools in Ireland accredited by AACSB. This accreditation places us among the top 5% of business schools worldwide and adds a layer of prestige to the qualifications of our graduates, particularly for those looking for work internationally. Four of our Master's degrees are ranked in the world's top 30 by Eduniversal and the Financial Times has placed our MSc in Management in the global top 90.

3. Professionally accredited

Our Master's degrees are accredited by respected professional bodies and organisations, in Ireland and worldwide. Our Executive MBA has been accredited by AMBA since 2004 and our MSc in E-Commerce holds EPAS accreditation from EFMD. Our programmes hold all appropriate professional accreditations such as Chartered Accountants Ireland, ACCA, CIMA, CIPD and Psychological Society of Ireland.

4. Engaged with industry

Our solid industry relationships have allowed us to instil an enterprising culture into our postgraduate courses which has resulted in DCU Business School's reputation as being Ireland's most innovative business school.

5. Enterprising culture

We provide a unique learning environment where students are encouraged to develop their creativity and skills as innovators, skills that are attractive to employers.

6. Academically Rigorous

DCU Business School faculty are leaders in their field with many publishing in top international journals and presenting at international conferences, and bring their insights into the classroom.

7. Ethically aware

We support the United Nations' Principles for Responsible Management Education and embed opportunities within our programmes for students to engage with the ethical issues of their discipline and demonstrate how to behave responsibly.

8. Professional development

We support the employability of our students with professional development integrated into each of our programmes. You will learn through a combination of lectures, self-assessment exercises, seminars, workshops and a wide range of practical assessments often for real-world clients.

9. Career Prospects

Graduates of the DCU Business School are highly sought after in the job market, with many going on to pursue management roles in organisations both at home and abroad.

10. Alumni Network

When you graduate from DCU Business School, you join a dynamic alumni network of 16,000 graduates, who are taking our mission to transform lives and societies through education, research and innovation to the rest of the world. The alumni network is alive and engaged through online platforms and alumni events, featuring global business leaders, innovative thinkers and pioneering practitioners.



Introduction

The DCU MSc in Accounting is the leading graduate accounting programme of its kind in Ireland, an innovative partnership of learning which is informed and shaped by the needs of the accounting and taxation professionals of tomorrow.

The programme is designed for accounting graduates to combine study for a Master's degree while gaining exemptions from professional examinations at the same time.

The one-year full-time Masters programme encourages critical and creative thinking, teamwork and communication, and develops a diverse range of professional attributes which equip graduates to excel in the accounting profession and to adopt leadership positions in their professional lives.





Why do this course?

- Gain generous exemptions such as CAP2 from the Chartered Accountants Ireland
- Prepare students for success in the advanced professional examinations in accounting such as the FAEs
- Designed and delivered in conjunction with both leading industry and academic experts.
- The programme encompasses both professional and conceptual material
- DCU Business School, accredited by AACSB, has an established international reputation for high quality graduates

What will you study?

- Advanced Management Accounting
- Assurance Services: Theory and Practice
- Auditing and Professional Ethics
- Business & Social Environment
- Capital Taxes
- Corporate and Investment Finance
- Corporation Tax
- International Financial Accounting & Analysis
- Research & Professional Portfolio

Career Prospects

Graduates of the MSc in Accounting are exempt from all subjects in the CAP2 Examination of Chartered Accountants Ireland. To qualify as chartered accountants, graduates of the programme will be required to pass the Institute's Final Admitting Examination and to serve a training contract of three years.

Graduates are typically employed by the leading international accounting firms, who go on to great success in their professional examinations. Frequent employers of our graduates include Accenture, Deloitte, EY, Grant Thornton, JP Morgan, KPMG and PwC.

The teaching staff are excellent and always available to support students throughout the year. Overall the programme provides students with a great platform to learn from and a superb foundation for their future careers.

Maria Diver
KPMG

Introduction

Marketing has been dominated in recent years by a shift to digital, mobile, and social media, hyper-targeting and feedback of real-time metrics and data leading the way over traditional marketing where interaction information is not as forthcoming.

The MSc in Digital Marketing is designed to help participants understand how digital technologies are changing consumer behaviour and equip them with the knowledge to engage with consumers using digital channels.

Graduates from the MSc in Digital Marketing will have highly-developed competencies in communicating and marketing using social media, online media and other digital and mobile technologies.





Why do this course?

- This programme is ranked in the World's Top 30 Master's in Marketing by Eduniversal
- Designed and delivered in conjunction with both leading industry and academic experts
- Choose between a dissertation or an applied research project for a live client
- Opportunity to complete industry recognised certificates such as Google Adwords
- DCU Business School, accredited by AACSB, has an established international reputation for high quality graduates

What will you study?

- Applied Web Design & Development
- Digital Advertising & Communications
- Digital Marketing & e-Business Management
- Digital Marketing Mechanics & Authorship
- Marketing Strategies & Metrics
- Strategic Thinking & Data Analytics
- Practicum (Applied Research Project) or Dissertation

Career Prospects

You will graduate with strong business acumen with an innovative and dynamic mix of skills that will allow you to pursue a career in digital marketing. Our graduates are working in a range of marketing and management roles including Digital Account Executive, Digital Project Manager, Content Marketer, Research Analyst, Digital Marketing Executive, and Social Media Manager. Your knowledge of the business management environment and the ability to be able to think strategically coupled with your powerful digital marketing background and exposure to new methods and technologies makes you highly demanded by employers.

The lecturers were engaging and the content rich and informative. I would recommend this programme to anyone that is looking to work in the digital and social space.

Jennifer Hyland

Digital Account Manager, Edelman

Introduction

The MSc in Electronic Commerce is designed for graduates of business and computing degrees who want to advance their careers in the growing ICT industry in Ireland and abroad.

The programme is designed to produce the kind of digital business technologists, managers, entrepreneurs and innovators in greatest demand by the information economy.

Jointly delivered by DCU Business School and the School of Computing, you will be equipped with a powerful combination of technological and business skills by working on applied projects in electronic commerce.





Why do this course?

- This programme is ranked in the World's Top 20 Master's in Electronic Commerce by Eduniversal and has been awarded the prestigious EPAS accreditation
- Designed and delivered in conjunction with both leading industry and academic experts.
- Our capstone Next Generation Management Module offers you flexibility in learning opportunities, personal to you and your career aspirations
- Students have the opportunity to undertake a 3 week summer school at a leading international university
- DCU Business School, accredited by AACSB, has an established international reputation for high quality graduates

What will you study?

- Business Process Innovation
- Digital Business
- eCommerce Infrastructure
- Information Access

- Innovation & High Technology Entrepreneurship
- Networks and Internets
- Next Generation Management
- Object Orientated Programming (Java)
- Organisation & Management in the Networked Era
- Practicum (Applied Research Project)
- Risk, Regulation & Ethics in e-Commerce
- Web Design and Implementation

Career Prospects

Graduates have pursued a variety of careers in the information economy as managers, entrepreneurs, business analysts, e-marketing specialists and e-business technologists. Graduates have found work in the growing multinationals based in Dublin including Google, Facebook, LinkedIn and Adroll. Other graduates are working in specialist e-commerce organisations such as Paddy Power. Other students have developed their entrepreneurial talents and have won awards for their work.

The MSc in Electronic Commerce was fulfilling and stimulating, both socially and intellectually. The course material was innovative, demanding and well structured; this coupled with a diverse class group truly made for a vibrant and compelling year of study.

Warren Lynam
Project Manager, IBM

Introduction

The MSc in Finance offers an ideal path for graduates of business and economics degrees, who wish to undertake a career in finance by obtaining a leading European postgraduate qualification.

The programme develops your mastery of techniques and methods of analysis useful to solve financial problems, with special emphasis on the challenges faced in the current economy.

You will become an effective decision maker in the financial industry, equipped for a high level rewarding career across the spectrum of the financial sector.





Why do this course?

- Ranked in the Top 100 Best Masters in Financial Markets globally by Eduniversal
- Choose between three specialist streams: Risk Management, Capital Markets, or Energy Finance
- The Risk Management stream is the only Finance Masters in Ireland to be recognised by the Global Association of Risk Professionals (GARP)
- Designed and delivered in conjunction with both leading industry and academic experts.
- DCU Business School, accredited by AACSB, has a strong international reputation for the quality of its programmes and graduates

What will you study?

Core:

- Advanced Portfolio Theory
- Econometrics
- Financial Analysis
- Financial Theory & Markets
- Fixed Income & Equity Analysis
- Quantitative & Research Methods for Finance
- Research Project in your chosen Specialism

Optional:

- Advanced Quantitative Analysis
- Applied Corporate Finance
- Energy Markets & Modelling
- Risk Management & Modelling

Career Prospects

This programme is designed to prepare ambitious students for the challenges and rewarding career opportunities in the financial services industry. You will be equipped for a career in financial markets and institutions, especially in investment banking and asset management, or in the risk management and corporate finance functions of corporations, as well as regulatory bodies and government offices dealing with the financial industry.

Recent graduates are employed by major financial institutions including UBS, Standard & Poor's, Royal Bank of Scotland, KPMG, PwC, Boston Scientific, Commerzbank, AIB, Bank of Ireland, Goodbody Stockbrokers, Davy, Geneva Trading, Mercer, Nestle, Citco Fund Services, Standard Life and BNY Mellon.

The MSc in Finance had the ideal blend of analysis and theory while also keeping students up to date on the fast paced, ever changing finance industry. The course is very challenging, however, I have managed to find my ideal job, and I would not be in my current position without the qualification.

Shane O'Doherty

Brandes Investment Partners (Europe) Ltd

Introduction

The MSc in Human Resource Management prepares students to become leaders in people management and organisational change.

The innovative and distinguishing features of the programme are its focus on international elements of management, its emphasis on enhancing leadership capability, and the importance given to building professional competencies.

You will also develop insights into the latest developments in HRM, including cross-cultural management, people management, and the strategic importance of the HR function.





Why do this course?

- Ranked in the World's Top 30 MSc in Human Resource Management by Eduniversal Best Masters Rankings 2016
- The only Masters of its kind in Ireland to be recognised by the Society of HRM, the largest global HR professional body
- Graduates will qualify for graduate membership of the Chartered Institute of Personnel Development (CIPD)
- A strong focus on leadership and personal and career development, and the application of theory to the practice of HRM
- DCU Business School, accredited by AACSB, has an established international reputation for high quality graduates

What will you study?

- International Employee Relations
- International HRM
- Labour Law
- Leadership & Career Development
- Management Research Report or Dissertation
- Managing Employee Performance and Reward
- Managing Organisational Learning & Knowledge
- Organisational Analysis
- People Management & Development
- Researching HRM
- Selection & Assessment
- Strategic Human Resource Management

Career Prospects

Graduates will find employment with multinational companies, consultancy firms, the public sector and not-for-profit organisations. Graduates pursue specialist or generalist roles in human resource management, training and development, employee relations, research, consultancy, or as general managers particularly in international firms.

I came away with skills that could be used straight away in my everyday work-life and skills that will frame the way I approach future work challenges. The course is a great mix of academic and practical information. I would recommend to both fledgling and experienced HR professionals.

Niamh O Reilly
Staffing Advisor at Dell

Introduction

The MSc in International Management is designed to meet the needs of business graduates to acquire the knowledge and skills required to thrive in dynamic international business settings.

It is a one-year full-time postgraduate programme is delivered through the International Partnership of Business Schools (IPBS), a consortium of leading schools.

Students will study in two countries through English, over 12 months and receive a dual award.





Why do this course?

- Spend Semester 1 or 2 in Ireland, with the other in a choice of Europe, Mexico or USA
- Receive a dual award, a degree from the institution in which you complete their studies, together with IPBS certification
- The International Partnership of Business Schools (IPBS) is a consortium of leading schools in Boston (USA), Dublin (Ireland), Rouen (France), Reutlingen (Germany), Piacenza (Italy) and Puebla (Mexico)
- Develop an expanded network of new friends, professional connections and business and cultural involvements across continents
- DCU Business School, accredited by AACSB, has a strong international reputation for the quality of its programmes and graduates

What will you study?

Modules vary between institutions, but students will all undertake modules in the following areas:

- Accounting for Business Decision Making
- Business Statistics
- Economics
- Global Leadership
- Human Resource Management
- International Business Strategy
- International Corporate Finance
- International Marketing
- International Operations Management

Career Prospects

Your combination of advanced business knowledge and commercial acumen, combined with cultural insights gained through periods of study in two countries, will make you highly employable.

Graduates hold senior management positions as business analysts, management consultants, financial analysts, corporate purchasers, production controllers, chief operations officers, and audit seniors with such multinational firms as BWG Foods Ltd, Eli Lilly & Company, Aldi, IBEC, Enterprise Ireland, Kuehne & Nagel, Kepak, Kurt Salmon Associates, KPMG, and Walt Disney Company.

I wanted a challenging international experience in a prestigious European business school. The exclusive approach of the MSc in International Management answered all my criteria. Not only was I taught by the best professors that Northeastern University (USA) and DCU has to offer, but I was also exposed to management thinking across two different continents.

Praful Mehta

Vice President, StrataPRO Consulting

Introduction

The MSc in Management (Business) is designed for people who do not have an undergraduate degree in management or business, but who would like to have a thorough preparation for a career in management.

You'll be introduced to the core disciplines of business such as accounting, economics, HRM and marketing, while developing the range of skills necessary to operate successfully in a business environment. These include analytical, technical, teamworking, presentation, report writing and communication skills.

By the end of the programme, you will have developed into a strong and confident business professional.





Why do this course?

- Ranked in the Financial Times world's top 90 MSc in Management
- Our capstone Next Generation Management module offers you flexibility in learning opportunities personal to you and your career aspirations
- Modules continually updated to meet the needs of industry
- Opt between a dissertation or a practicum, an applied research project for a live-client
- DCU Business School, accredited by AACSB, has a strong international reputation for the quality of its programmes and graduates

What will you study?

- Accounting for Business Decision Making
- Business Process Innovation
- Business Strategy
- Consulting Skills
- Data Analytics & Visualisation

- Economics
- Finance
- Marketing
- Next Generation Management
- People Management & Development
- Practicum (Applied Research Project) or Dissertation
- Technology Management

Career Prospects

Coupled with their primary degree, graduates of the MSc in Management (Business) are members of an exclusive group of multi-disciplinary graduates. This is a significant differentiator in the increasingly competitive postgraduate employment market.

Of those graduates who we can track, 97% are currently in employment in a wide variety of industries and functions by leading indigenous and international organisations including eBay, IBM, Goldman Sachs, Google and Kerry Foods.

I chose this Masters because of the DCU's reputation and relationship with leading businesses in industry. As with many of my classmates, I came from a non-business background so this course was an ideal way to up-skill in a diverse range of business modules that gave me a flavour for the different career paths to pursue once I had graduated.

Sean Snee

Learning & Capability Development Advisor at Vodafone

Introduction

The MSc in Management (Strategy) is the leading graduate programme of its kind in Ireland, globally ranked by the Financial Times.

The programme enhances the knowledge skills, and competencies of students who already have an undergraduate degree in business, but who wish to develop a deeper competency in business strategy and management at Master's level.

The programme provides you with highly sought-after skills and competencies to assess and contribute to strategic thinking, analysis, decision-making, strategy formulation and strategy execution in organisations.





Why do this course?

- Ranked in the Financial Times world's top 90 MSc in Management
- Our capstone Next Generation Management module offers you flexibility in learning opportunities personal to you and your career aspirations
- Modules continually updated to meet the needs of industry
- Opt between a dissertation or a practicum, an applied research project for a live-client
- DCU Business School, accredited by AACSB, has a strong international reputation for the quality of its programmes and graduates

What will you study?

- Business Process Innovation
- Consulting Skills
- Data Analytics & Visualisation
- Digital Business
- Innovation & High Technology Entrepreneurship
- Marketing Strategies
- Next Generation Management

- Organisation & Management in the Networked Era
- Practicum (Applied Research Project) or Dissertation
- Strategy and Competition
- Strategy and Leadership
- Technology Management

Career Prospects

Graduates are expected to be strong strategic thinkers and formulators of high level directional plans and thus are attractive to large organisations seeking strategy management or consultancy. Coupled with their primary degree, graduates of the MSc in Management (Strategy) will be part of a specialised and valuable select group of graduates with a strategic comprehension and knowledge skill set specialising in strategy.

The career path of a graduate of the programme would ideally be suited to senior management at a strategic level within an organisation or independently at a consultancy firm or as an entrepreneur.

I'm really enjoying working in Dublin Airport Authority, I'm getting a huge amount of experience and the opportunity to work on some really exciting projects. Completing the Masters in Strategy has been a key enabler for my success to date in the company.

Sarah McGinn

Executive Coordinator at Dublin Airport Authority

