

YOU THINK YOU MIGHT WANT TO STUDY:

MARKETING

ACCOUNTING

MANAGEMENT

ADMINISTRATIVE
MANAGEMENT

SPORTS
DEVELOPMENT
& COACHING

FINANCIAL
SERVICES
TECHNOLOGIES

INNOVATION
& LEADERSHIP



COURSE LISTING

Bachelor of Business in Marketing

Bachelor of Business Honours in Marketing

Bachelor of Business in Management

Bachelor of Business Honours in Management

Bachelor of Business Honours in Accounting

Bachelor of Arts in Administrative Management

Bachelor of Arts Honours in Administrative Management

Bachelor of Business in Sports Development & Coaching

Bachelor of Business Honours in Sports Development & Coaching

Higher Diploma in Financial Services Technologies

Master of Arts in Accounting

Master of Science in Marketing Practice

Master of Business Studies (Innovation & Leadership)

Masters of Science in Innovation Management in the Public Service

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If you want to be part of the dynamic business world, then look no further than the Department of Business Studies at LYIT. We offer a broad range of courses from general business management to specialist areas such as marketing, administration and finance.

Whatever your talent or level of experience, we have a course that will give you the latest practical skills and key knowledge you need. Our expert teaching approach will also ensure you get great personal attention and support. If this exciting subject area is for you, then check out our Department of Business Studies.

COURSE TITLE

**BACHELOR OF BUSINESS
(MARKETING)**

NATIONAL FRAMEWORK LEVEL

7

CAO CODE

LY127

DURATION

3 years

NUMBER OF PLACES

40

AWARDING BODY

LYIT

POINTS IN RECENT YEARS

YEAR	FINAL	MEDIAN
2008/09	AQA	305
2009/10	85	285
2010/11	140	300

Is this the course for you?

As the driving force behind the economy, business is a dynamic and exciting career choice – whether you’re managing a busy small business or part of a large international corporation. This course offers a general business degree for the first two years with a focus on marketing for year 3 – after year 2 you can change your focus to either accounting or management if you wish. So if you’d like to be part of the fast and versatile commercial world, sign up now.

Minimum entry requirements

Pass (OD3 or better) in 5 Leaving Certificate subjects, including passes in Mathematics and in either Irish or English (or an equivalent qualification). The minimum points for entry is 140 points.

Career opportunities

This degree gives you a wide variety of career choices and a special advantage with marketing roles. All kinds of organisations, at home and abroad, such as banks, local and central government, public agencies, small enterprises and large corporations need strong business graduates. Roles include:

- Marketing executive working in a company’s marketing department, a marketing agency or a consultancy
- Advertising / Public relations executive
- Market researcher – desk and field research with polls and surveys
- General business manager in a small company – with a wide range of sales and marketing responsibilities.

Follow-on courses

- Bachelor of Business Honours (Marketing) at LYIT
- Degree courses in other colleges and universities.



What will I study?

Year/ Semester	Proposed Modules	Mandatory /Elective	Class hours per week	No. of credits
1 1	Accountancy 1	M	3	5
	Business Organisation & Management 1	M	3	5
	Learner Development and Study Skills	M	4	5
	Microeconomics	M	3	5
	Descriptive Statistics 1	M	3	5
	Community Studies	E	3	5
	French Language & Culture 1	E	4	5
	German Language & Culture 1	E	4	5
Spanish Language & Culture 1	E	4	5	
2 2	Accountancy 2	M	3	5
	Business Organisation & Management 2	M	3	5
	Information Technology	M	4	5
	Macroeconomics	M	3	5
	Descriptive Statistics 2	M	3	5
	Intercultural Communications	E	3	5
	French Language & Culture 2	E	4	5
	German Language & Culture 2	E	4	5
Spanish Language & Culture 2	E	4	5	
2 3	The Law of Contract	M	3	5
	Entrepreneurship & Innovation	M	3	5
	Principles of Marketing 1	M	3	5
	Business Information Systems 1	M	4	5
	Financial Accounting 1	M	3	5
	European Union Studies	E	3	5
	French Language & Culture 3	E	4	5
	German Language & Culture 3	E	4	5
Spanish Language & Culture 3	E	4	5	
2 4	Cost Accounting	M	3	5
	Company Law & Practice	M	3	5
	Enterprise Development Project	M	3	5
	Principles of Marketing 2	M	3	5
	Business Information Systems 2	M	4	5
	European Union Policy	E	3	5
	French Language & Culture 4	E	4	5
	German Language & Culture 4	E	4	5
Spanish Language & Culture 4	E	4	5	

Year/ Semester	Proposed Modules	Mandatory /Elective	Class hours per week	No. of credits
3 5	Operations Management 1	M	3	5
	Organisational Behaviour 1 – Individual Processes in Organisations	M	3	5
	Buyer Behaviour	M	3	5
	Financial Management 1	M	4	5
	International Marketing	M	3	5
Marketing Planning	M	3	5	
3 6	Operations Management 2	M	3	5
	Organisational Behaviour 2 – Interpersonal Processes in Organisations	M	3	5
	Financial Management 2	M	4	5
	Marketing Communications	M	3	5
	Global Marketing Management	M	3	5
Marketing Research Methods	M	3	5	

COURSE TITLE

**BACHELOR OF BUSINESS
HONOURS (MARKETING)**

NATIONAL FRAMEWORK LEVEL

8

LYIT INTERNAL CODE

LY_BBUSS_B

DURATION

1 year

NUMBER OF PLACES

30

AWARDING BODY

LYIT

Is this the course for you?

If you'd like to strengthen your knowledge and experience of business and marketing following your Bachelor of Business (Marketing) degree, then this honours course is for you.

Career opportunities

In addition to the careers listed above, you will fit roles with increased responsibility and diversity including:

- Marketing professional – this degree carries full exemptions for the Marketing Institute of Ireland, so, following the completion of a one-day case study, you will have the title MMII (Grad)
- International marketing executive – sourcing new markets, managing suppliers, export marketing, sales, target market research
- Marketing manager – working on competitor analysis, marketing campaigns, new product/service development, business performance improvement
- Secondary school Business Studies teacher – this degree is recognised by the Department of Education & Science for secondary school teaching.

Visit www.mii.ie for more career ideas.

Follow-on courses

- M.Sc. in Marketing Practice at LYIT
- Masters in Business by research at LYIT
- Masters degrees in institutes and universities at home and abroad
- Higher Diploma in Education for qualification as a teacher.

What will I study?

Year/ Semester	Proposed Modules	Mandatory /Elective	Class hours per week	No. of credits
4 7	Strategic Management 1	M	3	5
	Management Support Systems 1	M	3	5
	Human Resource Management	M	3	5
	Strategic Marketing Planning	M	3	5
	Integrated Marketing Communications	M	3	5
	Applied Marketing Research	M	3	5
4 8	Strategic Management 2	M	3	5
	Management Support Systems 2	M	3	5
	Employee Relations	M	3	5
	Marketing Research Project	M	3	5
	Services Marketing	M	3	5
	Marketing Case Studies	M	3	5



COURSE TITLE

**MASTER OF SCIENCE IN
MARKETING PRACTICE**

NATIONAL FRAMEWORK LEVEL

9

LYIT INTERNAL CODE

LY_BMARK_M

DURATION

1 year

NUMBER OF PLACES

15

AWARDING BODY

LYIT

Is this the course for you?

If you can successfully market a product or service you are worth your weight in gold to a business or organisation with a target market to impress. This course will build on your knowledge and skills learned in the Bachelor of Business Honours (Marketing) and give you crucial experience through a work placement in industry. It will develop your strategic marketing instincts and creative abilities boosting your professional expertise and personal development.

Minimum entry requirements

Bachelor of Business Honours, minimum of second class honours grade 2 or equivalent. Applicants must have a minimum of 30 credits in marketing/marketing related modules.

Career opportunities

Your in-depth knowledge and practical experience gained in this degree will leave you well placed to take up marketing positions with increased responsibility in all industries. You may work in a specialist role for a large international company or as a general marketing manager in a local business. There is always a strong demand for well qualified graduates for a range of roles including:

- Strategic marketing executive
- International sales and marketing manager
- Customer relations officer
- Product development manager
- Market researcher.

This degree will also enable you to progress quickly into marketing managerial and operational roles in industry. Marketing professionals are often found at the top of organisations in Ireland and around the world. Visit www.mii.ie for more ideas.

Follow-on courses

- Masters (by research) and Doctoral courses in other institutes or universities.

What will I study?

Year/ Semester	Proposed Modules	Mandatory /Optional	Class hours per week	No. of credits
5 9	Driving Marketing in SMEs	M	6	10
	Innovation & New Product Development	M	3	5
	Managing Change	M	3	5
	Marketing Metrics	M	3	5
	Managing Sales	M	3	5
	Academic Writing	O	3	5
5 10	Strategic Marketing Planning	M	6 x 2 hour workshops	10
	Personal & Professional Development	M	6 x 2 hour workshops/ action learning set	5
	Work Placement Evaluation	M	3 x 2 workshops	5
	Research Methods	M	2 lectures, 1 tutorial	5
	Dissertation	M		20



COURSE TITLE

**BACHELOR OF BUSINESS (HONOURS)
IN ACCOUNTING**

NATIONAL FRAMEWORK LEVEL

8

CAO CODE

LY108

DURATION

3 years

NUMBER OF PLACES

50 of which

5 are reserved for mature applicants

AWARDING BODY

LYIT

POINTS IN RECENT YEARS

YEAR	FINAL	MEDIAN
2010/11	140	300

Is this the course for you?

If you want to build a career in the accounting profession, this course could be for you. Over three years, you will learn the core accounting and finance skills needed to perform at a highly competent level in the accountancy profession. You will also develop a complementary range of business skills that will equip you to work in a variety of related positions, including business management and teaching.

Minimum Entry requirements

Grade HC3 in two higher level papers, together with Grade OD3 in four other subjects of the Leaving Certificate examination, to include Mathematics and Irish or English.

Career opportunities

Graduates of this course find positions in professional accountancy practices, industry, commerce, financial services and the public service, nationally and internationally. Accounting courses at LYIT attract generous exemptions from the examinations of professional accountancy bodies including ICA, ACCA, CPA and CIMA. All exemptions awarded are subject to annual review and revision by the various professional bodies and are based on students achieving clear passes in completion of specific modules.

This course is suitable for those who ultimately wish to pursue a career in teaching as it will be recognised by the Teachers Council for the purposes of teaching Accounting, Business and Economics. Graduates have the opportunity to progress to LYIT's MA in Accounting, which offers further generous exemptions from professional examinations.

What will I study?

Year/ Semester	Proposed Modules	Mandatory /Elective	Class hours per week	No. of credits
1 1	Bookkeeping & Financial Accounting	M	5	10
	Microeconomics	M	3	5
	Learner Development & Study Skills	M	3	5
	Descriptive Statistics 1	M	3	5
	Introduction to Business Management	M	3	5
1 2	Management Accounting & Finance	M	5	10
	Macroeconomics	M	3	5
	Business Information Systems 1	M	4	5
	Descriptive Statistics 2	M	3	5
	Introduction to Marketing	M	3	5
2 3	Business Tax	M	5	10
	Financial Reporting 1	M	5	10
	Business Finance	M	3	5
	Business Law	E	3	5
	Marketing Planning	E	3	5

Year/ Semester	Proposed Modules	Mandatory /Elective	Class hours per week	No. of credits
2 4	Management Accounting 2	M	5	10
	Company Law & Governance	M	5	10
	Project Management	M	3	5
	Business Information Systems 2	E	3	5
	Marketing Communications	E	3	5
3 5	CGT and VAT	M	3	5
	Financial Reporting 2	M	5	10
	Human Resource Management	M	3	5
	Strategic Management 1	M	3	5
	Management Support Systems 1	M	3	5
3 6	Advanced Management Accounting & Business Finance	M	5	10
	Auditing	M	5	10
	Strategic Management 2	M	3	5
	Business Ethics & Social Responsibility	M	3	5



COURSE TITLE

MASTER OF ARTS IN ACCOUNTING

NATIONAL FRAMEWORK LEVEL

9

LYIT INTERNAL CODE

LY_BACCT_M

DURATION

1 year

NUMBER OF PLACES

15

AWARDING BODY

LYIT

Is this the course for you?

If you are committed to a career in accounting, this course will enhance your analytical skills and teach you advanced accounting subjects in theory and in practice. The course provides postgraduate education and training at the forefront of accounting and accounting-related practice. It will bring you one step closer to becoming a professional accountant so if that's your career choice, this course could be for you.

Minimum entry requirements

Bachelor of Business Honours with a specialisation in Accounting.

Career opportunities

As a graduate of this course you will gain generous exemptions from the exams set by the Professional Accounting Bodies so you will be well on your way to becoming a professional accountant. There is always consistently high demand for accountants and finance officers in many areas including local and central government, in-house accounts departments in companies, accountancy practices and education.

Follow-on courses

- Masters by Research and Doctoral courses in institutes and universities in Ireland and abroad.

What will I study?

Proposed Modules	Mandatory /Elective	Class hours per week	No. of credits
Performance Measurement & Control	M	3	5
Tax Practice	M	3	10
Advanced Financial Accounting	M	3	10
Audit Practice	M	3	10
Advanced Business Finance	M	3	5
Research Methodology	M	2	5
Corporate Governance & Ethics	M	3	5
IT for the Professional Accountant	M	3	5
Research Development and Dissertation	M	3	20



COURSE TITLE

**BACHELOR OF BUSINESS
(MANAGEMENT)**

NATIONAL FRAMEWORK LEVEL

7

CAO CODE

LY107

DURATION

3 years

NUMBER OF PLACES

40

AWARDING BODY

LYIT

POINTS IN RECENT YEARS

YEAR	FINAL	MEDIAN
2008/09	AQA	305
2009/10	85	285
2010/11	140	300

Managers are responsible for running organisations, departments and teams in all kinds of sectors from entertainment to health and from international business to local shops. This course offers a general business degree for the first two years with a focus on management for year 3 - after year 2 you can change your focus to either marketing or accounting if you wish. So if organising people, places, activities and resources sounds right for you, then this course is for you.

Minimum entry requirements

Pass (OD3 or better) in 5 Leaving Certificate subjects, including passes in Mathematics and in either Irish or English (or an equivalent qualification). The minimum points for entry is 140 points.

Career opportunities

Many graduates work for small local companies but some decide to join the graduate training courses of large companies. There is a vast array of positions open to you including:

- Operations manager
- Administrative officer
- Trainee manager in retail
- Personnel officer.

Follow-on courses:

- Bachelor of Business Honours (Management) at LYIT
- Degree courses in other colleges and universities.

What will I study?

Year/ Semester	Proposed Modules	Mandatory /Elective	Class hours per week	No. of credits
1 1	Accountancy 1	M	3	5
	Business Organisation & Management 1	M	3	5
	Learner Development & Study Skills	M	4	5
	Microeconomics	M	3	5
	Descriptive Statistics 1	M	3	5
	Community Studies	E	3	5
	French Language & Culture 1	E	4	5
	German Language & Culture 1	E	4	5
	Spanish Language & Culture 1	E	4	5
2 2	Accountancy 2	M	3	5
	Business Organisation & Management 2	M	3	5
	Information Technology	M	4	5
	Macroeconomics	M	3	5
	Descriptive Statistics 2	M	3	5
	Intercultural Communications	E	3	5
	French Language & Culture 2	E	4	5
	German Language & Culture 2	E	4	5
	Spanish Language & Culture 2	E	4	5
2 3	The Law of Contract	M	3	5
	Entrepreneurship & Innovation	M	3	5
	Principles of Marketing 1	M	3	5
	Business Information Systems 1	M	4	5
	Financial Accounting 1	M	3	5
	European Union Studies	E	3	5
	French Language & Culture 3	E	4	5
	German Language & Culture 3	E	4	5
Spanish Language & Culture 3	E	4	5	
2 4	Cost Accounting	M	3	5
	Company Law & Practice	M	3	5
	Enterprise Development Project	M	3	5
	Principles of Marketing 2	M	3	5
	Business Information Systems 2	M	4	5
	European Union Policy	E	3	5
	French Language & Culture 4	E	4	5
	German Language & Culture 4	E	4	5
Spanish Language & Culture 4	E	4	5	

Year/ Semester	Proposed Modules	Mandatory /Elective	Class hours per week	No. of credits
3 5	Operations Management 1	M	3	5
	Organisational Behaviour 1 – Individual Processes in Organisations	M	3	5
	Microeconomics for Business Decisions	M	3	5
	Financial Management 1	M	4	5
	Legal Issues for Business Managers – Irish Perspective	M	4	5
	Marketing Management	M	3	5
3 6	Operations Management 2	M	3	5
	Organisational Behaviour 2 – Interpersonal Processes in Organisations	M	3	5
	The Macroeconomic Environment	M	3	5
	Financial Management 2	M	4	5
	Legal Issues for Business Managers – European Perspective	M	4	5
	Applied Marketing Management	M	3	5

COURSE TITLE

**BACHELOR OF BUSINESS
HONOURS (MANAGEMENT)**

NATIONAL FRAMEWORK LEVEL

8

LYIT INTERNAL CODE

LY_BBUSS_B

DURATION

1 year

NUMBER OF PLACES

30

AWARDING BODY

LYIT

Is this the course for you?

If you'd like to strengthen your knowledge and experience of business and management following your Bachelor of Business (Management) degree, then this honours course is for you.

Career opportunities

Whether you decide to work for a large company with graduate training courses or a smaller, local company, the career opportunities are excellent and the roles open to you are varied and exciting, with many different career directions. Here are some ideas:

- Management trainee
- Human Resource manager
- Production manager
- Project manager
- Business executive in strategic planning
- Operations manager
- Secondary school Business Studies teacher – this degree is recognised by the Department of Education & Science for secondary school teaching. Graduates may also apply to teach Economics.
- Entrepreneur – start your own business.

Visit www.gradireland.com for more ideas.

Follow-on courses

- Masters in Business (by research) at LYIT
- Masters degrees in institutes and universities at home and abroad
- Higher Diploma in Education for qualification as a teacher.

What will I study?

Year/ Semester	Proposed Modules	Mandatory /Elective	Class hours per week	No. of credits
4 7	Strategic Management	M	3	5
	Management Support Systems	M	3	5
	Human Resource Management	M	3	5
	Quality Management 1	M	3	5
	Managing Organisational Change 1	M	3	5
	Management Research Methods	M	3	5
4 8	Strategic Management 2	M	3	5
	Management Support Systems 2	M	3	5
	Employee Relations	M	3	5
	Management Research Project	M	3	5
	Quality Management 2	M	3	5
	Managing Organisational Change 2	M	3	5



COURSE TITLE

**BACHELOR OF ARTS IN
ADMINISTRATIVE MANAGEMENT**

NATIONAL FRAMEWORK LEVEL

7

CAO CODE

LY117

DURATION

3 years

NUMBER OF PLACES

60

AWARDING BODY

LYIT

POINTS IN RECENT YEARS

YEAR	FINAL	MEDIAN
2008/09	115	250
2009/10	AQA	235
2010/11	AQA	200

This general business degree specialises in business and office management. It covers all aspects of daily operations in business with a special emphasis on administration, communication and the technologies used in the workplace. This practical course also includes a work placement in year 3 (note that Garda Vetting is required for some placements, ie, for those working with children or vulnerable adults). So if you feel you'd enjoy taking charge of an office and managing it efficiently, this course will give you the skills you need to build your career.

Minimum entry requirements

Pass (OD3 or better) in 5 Leaving Certificate subjects, including passes in Mathematics and in either Irish or English (or an equivalent qualification). In the absence of Maths, six passes including English/Irish and (a) two commercial subjects or (b) one commercial subject and a continental language. The minimum points for entry is 140 points.

Careers opportunities

There is a consistent demand for well qualified graduates in this area to work at the hub of organisations such as County Councils, the Health Service Executive, VECs and private industry. Some roles include:

- Personal assistant
- Office administrator
- Office systems manager
- Payroll manager
- Business administrator.

Follow-on courses

- BA (Hons) in Administrative Management at LYIT
- Degree courses in other institutes and universities.



What will I study?

Year/ Semester	Proposed Modules	Mandatory /Elective	Class hours per week	No. of credits
1 1	Text Processing 1	M	4	5
	Information Technology 1	M	3	5
	Learner Development & Study Skills	M	3	5
	Introduction to Business Management	M	3	5
	Essential Calculations for Business	M	3	5
	Community Studies	E	3	5
	Gaeilge 1	E	4	5
	French Language & Culture 1	E	4	5
	German Language & Culture 1	E	4	5
	Spanish Language & Culture 1	E	4	5
2 2	Text Processing 2	M	4	5
	Information Technology 2	M	3	5
	Writing Skills	M	3	5
	Introduction to Manual Accounts	M	3	5
	Office Administration	M	3	5
	Intercultural Communications	E	3	5
	Gaeilge 2	E	4	5
	French Language & Culture 2	E	4	5
	German Language & Culture 2	E	4	5
	Spanish Language & Culture 2	E	4	5
2 3	Advanced Text Processing 1	M	4	5
	Office Management	M	3	5
	Payroll Processing	M	3	5
	Business & Information Systems	M	3	5
	Psychology & Work	M	3	5
	European Union Studies	E	3	5
	Gaeilge 3	E	4	5
	French Language & Culture 3	E	4	5
	German Language & Culture 3	E	4	5
	Spanish Language & Culture 3	E	4	5

Year/ Semester	Proposed Modules	Mandatory /Elective	Class hours per week	No. of credits
2 4	Advanced Text Processing 2	M	4	5
	Introduction to Marketing	M	3	5
	Introduction to Computerised Acct	M	3	5
	Interpersonal Communications	M	3	5
	Customer Care	M	3	5
	Gaeilge 4	E	4	5
	French Language & Culture 4	E	4	5
	German Language & Culture 4	E	4	5
	Spanish Language & Culture 4	E	4	5
	Employment Law 1	E	4	5
3 5	Work Placement	M	35	30
3 6	Project Management	M	3	5
	Managing People	M	3	5
	Advanced Spreadsheets	M	3	5
	Interactive Multimedia	M	3	5
	Advanced Computerised Accounts	M	3	5
	International Marketing	E	3	5
	Employment Law 2	E	4	5
Gaeilge 5	E	4	5	

COURSE TITLE

**BACHELOR OF ARTS HONOURS IN
ADMINISTRATIVE MANAGEMENT**

NATIONAL FRAMEWORK LEVEL

8

LYIT INTERNAL CODE

LY_BADMN_B

DURATION

1 year

NUMBER OF PLACES

80

AWARDING BODY

LYIT

Is this the course for you?

If you want to add to your skills learned in your BA in Administrative Management degree then this one year add-on is for you. It will enhance your knowledge of office management, train you in the use of the latest office and communications technology and enhance your inter-personal skills to prepare you for positions of greater responsibility when you graduate.

Minimum entry requirements

BA in Administrative Management or equivalent qualification.

Careers opportunities

With this Honours qualification you can expect to be offered roles with greater responsibilities, greater technical knowledge and management prospects in organisations such as County Councils, the Health Service Executive, VECs and private industry. Role examples include:

- Office supervisor – purchasing supplies, managing people, organising hard and soft copy filing systems, communicating with other departments, hiring office services, basic accounting and corporate administration
- IT Systems manager in charge of sourcing equipment and light maintenance of hardware and software
- Personal assistant to senior managers.

Follow-on courses

- Masters degrees in other institutes or universities.

What will I study?

Year/ Semester	Proposed Modules	Mandatory /Elective	Class hours per week	No. of credits
4 7	Information Systems Management	M	3	5
	Financial Information & Decision Making 1	M	5	4
	Modern Irish Public Sector Management	M	5	3
	Human Resource Management	M	5	4
	Management Research Methods	E	5	3
	Managing Organisational Change 1	E	5	3
	4 8	Information Systems Security & Ethics	M	3
Financial Information & Decision Making 2		M	4	5
Employee Relations		M	3	5
Modern Business Environment		M	3	5
Business Ethics & Social Responsibility		M	3	5
Research Project		E	3	5
Managing Organisational Change 2		E	3	5



COURSE TITLE

**BACHELOR OF BUSINESS
IN SPORTS DEVELOPMENT
& COACHING**

NATIONAL FRAMEWORK LEVEL

7

CAO CODE

LY137

DURATION

3 years

NUMBER OF PLACES

50 of which

5 are reserved for FETAC

5 is reserved for Mature Applicants

5 is reserved for Foundation/Access

AWARDING BODY

LYIT

POINTS IN RECENT YEARS

YEAR	FINAL	MEDIAN
2008/09	255	310
2009/10	260	305
2010/11	295	330

Is this the course for you?

Is sport your passion? Do you love it enough to want to learn about the business and administration side of the industry? If you mix your talent and enthusiasm for the game with commercial skills and experience you could carve out a stimulating career in an area you love. Become a great motivator of people, study health, fitness and sports technology, learn to organise sporting events and activities, understand the administration involved and how to make sporting activity work commercially. This course will give you the knowledge, skills and experience you'll need to make it happen.

Minimum entry requirements

Pass (OD3 or better) in 5 Leaving Certificate subjects, including passes in Mathematics and in either Irish or English (or an equivalent qualification). Garda vetting is required for entry to this course. The minimum points for entry is 140 points.

Garda Vetting: Everyone who joins this course will have to be vetted by the Gardaí (police). If the Gardaí raise an issue it will have to be addressed satisfactorily. If it is not, you will not be able to go on placement or fulfil your course requirements, in which case you may be asked to leave the course. Please note that all courses requiring Garda vetting will only have places for non-EU candidates if there are not enough qualified EU candidates available to fill the course.



Career opportunities

Whether you're coaching six year olds to swim in your local leisure centre or training an Olympic athlete, your passion for sport will bring you exciting and rewarding career opportunities.

As part of your degree course you get accredited coaching qualifications from the main governing bodies of sport – Gaelic Athletic Association, Football Association of Ireland, Irish Rugby Football Union, Irish Canoe Union, Irish Sailing Association, Athletics Ireland and others. Possible careers include:

- Sports Development Officer, working for government bodies and sporting organisations, clubs and community centres
- Personal Fitness Instructor either working in your own business or for a leisure centre, club or sports centre
- Sports promotion roles in national governing bodies and Sport Partnerships
- Coaching roles in clubs, governing bodies and leisure centres.

Follow-on courses

- Bachelor of Business (Hons) in Sports Development & Coaching at LYIT
- Honours degrees in other colleges and universities.

What will I study?

Year/ Semester	Proposed Modules	Mandatory /Elective	Class hours per week	No. of credits
1 1	Learner Development & Study Skills	M	3	5
	Business Organisation & Management 1	M	3	5
	Fitness Testing	M	3	5
	Mathematics	M	3	5
	Sports 1	M	4	5
	Sport, Leisure & Society	M	3	5
2 2	Accounting for Small Business	M	3	5
	Business Organisation & Management 2	M	3	5
	Information Technology	M	3	5
	Sports 2	M	4	5
	Sports Science	M	3	5
	Training and Fitness	M	3	5
2 3	Business Development	M	3	5
	Sports Coaching	M	3	5
	Computer Application	M	3	5
	Sports 3	M	4	5
	Sports Facility Management	M	3	5
	Resistance Training	M	3	5
2 4	Introduction to Marketing	M	3	5
	Management in Practice	M	3	5
	Sports Nutrition	M	3	5
	Sports 4	M	4	5
	Sports Technology 1	M	3	5
	Special Populations in Sport	M	3	5
3 5	Financial Information for Business Decision Making 1	M	3	5
	Personal Fitness Instruction	M	3	5
	Sports Psychology Theory	M	3	5
	Marketing Principles & Practice	M	3	5
	Organisational Behaviour 1	M	3	5
	Coach 1	M	3	5
3 6	Organisational Behaviour 2	M	3	5
	Sport & Recreation Marketing	M	3	5
	Sports Technology 2	M	3	5
	Work Placement	M		5
	Financial Information for Decision Making 2	M	3	5
	Coach 2	M	3	5

COURSE TITLE

**BACHELOR OF BUSINESS
HONOURS IN SPORTS
DEVELOPMENT & COACHING**

NATIONAL FRAMEWORK LEVEL

8

LYIT INTERNAL CODE

LY_BSPRT_B

DURATION

1 year

NUMBER OF PLACES

50

AWARDING BODY

LYIT

Is this the course for you?

If you wish to enhance your knowledge and technical skills learned in your Bachelor of Business in Sports Development & Coaching, then this honours course is your best next step. It will hone your expertise and give you a wider understanding of sports psychology, health and management.

Minimum entry requirements

Bachelor of Business in Sports Development & Coaching or equivalent.

Career opportunities

Your increased expertise in all aspects of coaching and sports development will leave you better qualified for positions of responsibility such as supervisory or managerial roles within the leisure industry. Careers open to you would include:

- Sports / leisure manager – managing a gym, sports centre or club
- Event manager – organising sporting events, festivals and activities.
- Health promotion officer – working for the Health Service Executive to encourage fit and healthy lifestyles in the community
- Coaching – you will have accredited coaching qualifications from the main governing bodies of sport – Gaelic Athletic Association, Football Association of Ireland, Irish Rugby Football Union, Irish Canoe Union, Irish Sailing Association, Athletics Ireland and others.

Follow-on courses

Masters degrees in institutes and universities at home and abroad.

What will I study?

Year/ Semester	Proposed Modules	Mandatory /Elective	Class hours per week	No. of credits
4 7	Human Resource Management	M	3	5
	Physical Education & Adapted Physical Acitivity	M	3	5
	Research Methods	M	3	5
	Strategic Sports Management 1	M	3	5
	Applied Sports Psychology	M	3	5
	Coach 3	M	3	5
4 8	Business Ethics & Social Responsibility	M	3	5
	Health & Its Promotion	M	3	5
	Research Project	M	3	10
	Strategic Sports Management 2	M	3	5
	Coaching 4	M	3	5



COURSE TITLE

HIGHER DIPLOMA IN FINANCIAL SERVICES TECHNOLOGIES

NATIONAL FRAMEWORK LEVEL

8

LYIT INTERNAL CODE

LY_BAFST_B

DURATION

1 year

NUMBER OF PLACES

20

AWARDING BODY

LYIT

Is this the course for you?

The Higher Diploma in Financial Services Technologies is a one-year taught programme in business mainframe technologies and financial services. The course was developed in collaboration with a number of key employers from the financial services industry in the region and also incorporates a work placement element. The Higher Diploma is essentially designed as a ‘conversion’ course from other disciplines (including business and computing) into Financial Services Technologies.

The course develops a very employable skills set in mainframe business systems and quality testing for the financial services sector with a strong emphasis in systems development using the business language COBOL. The course also adds complementary skills in client server business systems development, including database-driven and mobile platforms. Graduates from the course are strongly targeted to become best-of-class software developers/testers with an understanding of financial services core business processes and technologies, coupled with the professional skills required to become future technology leaders.

Minimum entry requirements

All applicants who meet the minimum entry requirements of an honours degree (in any discipline) are eligible to apply by direct entry.

Career opportunities

The boom in financial services in Ireland means there continues to be a high demand for skilled graduates from financial services organisations such as banks, insurance brokers and credit card companies. Graduates of this course have a 100% employment record.

Roles include:

- Financial software developer
- Quality tester/engineer
- Business systems analyst
- Mobile application developer.

Follow-on courses

- Industry Standard Lotus and Loma Certification
- Masters courses in LYIT or other institutes or universities.

What will I study?

Year/ Semester	Proposed Modules	Mandatory /Elective	Class hours per week	No. of credits
5 9	Mainframe Development 1	M	6	10
	Quality - Development Requirements & Testing	M	3	5
	Client Server Databases	M	3	5
	Financial Services	M	5	10
5 10	Mainframe Development 2	M	6	10
	Quality - Process Improvement & Test Automation	M	3	5
	Mobile Business Applications	M	3	5
	Teamwork	M	3	5
	Work Based Learning	M	39 hours per week for 4 weeks	5



COURSE TITLE

**MASTER OF BUSINESS STUDIES
(INNOVATION & LEADERSHIP)**

NATIONAL FRAMEWORK LEVEL

9

LYIT INTERNAL CODE

LY_BLINO_M

DURATION

2 years, part-time

NUMBER OF PLACES

15

AWARDING BODY

LYIT

Is this the course for you?

The MBS (Innovation and Leadership) is a workforce development course which links the higher education institution (LYIT) with private enterprise in the North-West region. It aims to present you with both a learning environment and work based setting conducive to the development of innovation and leadership skills required to operate at a highly professional and competent level. In addition, the course aims to encourage life-long learning and personal development. Work based learning forms an integral part of the course, enhancing the use of specialist knowledge in practice, recognising the reciprocal relationship between management theory, professional practice and research.

Minimum entry requirements

Level 8 Qualifications, Honours Degree, minimum of Second Class Honours, Grade 2 or equivalent and at least three years relevant experience.

Career opportunities

Your in-depth knowledge and practical experience gained in this course will contribute significantly to business improvement in your organisation and will leave you well placed in your organisation to take up positions with increased responsibility.

Follow-on courses

- Masters (by research) and Doctoral courses in other institutes or universities.

What will I study?

Year/ Semester	Proposed Modules	Mandatory /Elective	Class Contact	No. of credits
5 1	Research Methods	M	2-day block	5
	Managing People & Organisations	M	2-day block	5
	Innovation and New Product Development	M	2-day block	5
5 2	Leadership	M	3-day block	10
	Driving Innovation	M	3-day block	10
6 3	Managing Change	M	2-day block	5
	Knowledge Management & Learning	M	2-day block	5
	Corporate Governance Ethics	M	2-day block	5
	Professional Development	M	2-day block	5
6 4	Dissertation	M	1 meeting per month	20



COURSE TITLE

**MASTER OF SCIENCE IN
INNOVATION MANAGEMENT IN
THE PUBLIC SERVICE**

NATIONAL FRAMEWORK LEVEL

9

LYIT INTERNAL CODE

LY_BIMPS_M

DURATION

2 years, part-time

NUMBER OF PLACES

15

AWARDING BODY

LYIT

under Delegated Authority from
HETAC & University of Ulster

Is this the course for you?

The MSc in Innovation Management in the Public Service course aims to deliver a range of learning experiences that empower participants to develop their knowledge, understanding and applied skills in the field of innovation and transformational change within the delivery of public services. It aims to challenge participants to move beyond the passive absorption of information through critical analysis and reflection and towards innovative, strategic and transformational management initiatives within their sponsoring organisation.

This course has been developed by Letterkenny Institute of Technology and the University of Ulster in collaboration with the Office of An Taoiseach and the Office of the First Minister and Deputy First Minister. Participants will be drawn from those identified by their organisation as being charged with implementing strategic change courses. The selection process will involve an outline of a project plan agreed with their organisation or department. The course is directed at personnel at Principal Officer level or equivalent.

Minimum entry requirements

A second-class honours degree or better from a university of the United Kingdom or the Republic of Ireland, from the Council for National Academic Awards, the Higher Education and Training Awards Council, or from an institution of another country which has been recognised as being of an equivalent standard; and be in relevant employment within the Public Services.

Are there follow-up Courses Available?

Progression is possible to Research Masters and Doctoral Courses in Institutes and Universities within Ireland and abroad.

Career opportunities

Your in-depth knowledge and practical experience gained in this course will leave you well placed in your organisation to take up positions with increased responsibility.

What will I study?

Year/ Semester	Proposed Modules	Mandatory /Elective	Class Contact	No. of credits
1	Context of Innovation and Transformation in Government	M	3-day block	15
	Change Management in Public Service	M	3-day block	15
	Citizen-Centric Public Service Delivery	M	3-day block	15
	Culture in Innovating Organisations	M	3-day block	15
	Information Sharing, Integration and Inter-Operability	M	3-day block	15
2	Transformational Leadership and Strategic Management	M	3-day block	15
	Driving Innovation in Public Services	M	3-day block	15
	Performance Evaluation & Control	M	3-day block	15
	Research Project	M	1 meeting per month	60

