

DEPARTMENT OF BUSINESS STUDIES



Business is one of the most popular fields of study at third level. 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 business, management, marketing, accounting and administration to innovation and leadership.

Whatever your talent or level of experience, we have a course that will give you relevant transferable skills and the practical knowledge you need for the world of work. Our expert teaching approach will also ensure you get great personal attention and support. Graduates of Department of Business Studies programmes have obtained employment across a wide range of business areas including accounting, marketing, human resources, finance, information technology, retail, sales and second level teaching.

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CAO Course Listing

CAO Code	CAO Course Title
LY108	Bachelor of Business (Hons) in Accounting
LY118	Bachelor of Business (Hons)
LY128 NEW	Bachelor of Business (Hons) in Marketing/Marketing Practice with Online Technologies
LY107	Bachelor of Business with Degree Award Options: Accounting or Management or Marketing
LY116	Higher Certificate in Business in Administration, IT & Customer Service

Accounting

(3 Year Honours Degree course)

Bachelor of Business (Hons) in Accounting

National Framework: Level 8
CAO Code: LY108
Duration: 3 years
Number of Places: 50
Reserved Quota: 10 - QQI FET Applicants

Points in Recent Years:

Year	Final	Median
2018	303	361
2019	318	399

Graduate careers typically include:

- Qualified Accountant (ICA, ACCA, CIMA, ICA)
- Taxation
- Banking
- Financial Services

Minimum Entry Requirements:

Minimum Six O6/H7
Maths O6/H7
English or Irish O6/H7
At least two H5

Is this the course for you?

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

Professional recognition

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 by the various professional bodies and are based on students passing specific modules. Graduates have the opportunity to progress to LYIT's MA in Accounting, which offers further significant exemptions from professional examinations. This course is also suitable for those who ultimately wish to pursue a career in teaching.

Career opportunities

Successful graduates find themselves typically working in a large multinational firm or an accountancy practice.

The majority of graduates go on to qualify as professional accountants.



What will I study?

	Semester 1	Credits	Semester 2	Credits
Year 1	Learning to Learn & ICT	5	Economics	10
	Book-keeping	5	Business Information Systems	10
	Personal Finance	5		
	Quantitative Methods	5	Writing Skills	5
	Business Management	10	Financial Accounting	5
Year 2	Financial Reporting 1	10	Management Accounting 2	10
	Management Accounting & Finance	10	Company Law & Governance	10
	Computerised Accounts	5	Business Tax	10
	Law for the Business Environment	5		
Year 3	Digital Business	10	Strategic Management	10
	Financial Reporting 2	10	Advanced Management Accounting & Finance	10
	Business Finance	5	Auditing	10
	Capital Gains Tax & VAT	5		

Follow-on courses

- Higher Diploma in Business in Finance & Technology (Fintech)
- Masters of Arts in Accounting or Postgraduate Diploma in Accounting
- Master of Science in Management Practice



Business

(3 Year Honours Degree course)

Bachelor of Business (Hons)

National Framework: Level 8
CAO Code: LY118
Duration: 3 years
Number of Places: 50
Reserved Quota: 10 - QQI FET Applicants

Points in Recent Years:

Year	Final	Median
2018	283	328
2019	287	352

Is this the course for you?

The Bachelor of Business (Honours) is a Level 8 three year honours degree course that equips graduates with the skills necessary to excel in today’s dynamic business environment. The course reflects the changes in digital business and innovation and ensures that graduates develop the skills and knowledge required to enter a variety of careers at a domestic or global business level. Emphasis is placed on developing graduates who are forward thinking and can act as catalysts for growth in organisations. The course reflects the intrinsic need to develop leaders who understand how to manage innovation and drive an organisation forward in the digital era.

The first year of the course focuses on developing students’ foundational business abilities, while the remaining two years focus on developing advanced capabilities. In addition, the third year of the programme provides students with the flexibility to select electives in specialised areas such as organisational change, customer experience management and decision making techniques.

Career opportunities

Successful graduates find themselves working in a range of sectors. Graduates may also consider starting their own business.

Graduate careers typically include:

- Human Resource Manager
- Operations Manager
- Management Consultant
- Business Development Roles
- Marketer
- Self-employed
- Retail Assistant/Manager

Minimum Entry Requirements:

Minimum Six O6/H7
Maths O6/H7
English or Irish O6/H7
At least two H5



What will I study?

	Semester 1	Credits	Semester 2	Credits
Year 1	Learning to Learn & ICT (M)	5	Business Information Systems (M)	10
	Business Management (M)	10		
	Quantitative Methods (M)	5	Economics (M)	10
	Business Law (M)	5	Introduction to Business Process Management (M)	5
	Fundamentals of Marketing (M)	5	Writing Skills (M)	5
Year 2	Service & Operations Management (M)	10	Communications & Digital Media (M)	5
	Marketing Principles (M)	5	HRM & Employee Relations (M)	10
	Accounting for Business (M)	10	Personal & Professional Development (M)	5
	Microeconomics for Business Decisions (M)	5	Choose one of the following Electives (E):	
			Applied Learning - Work Based Learning (E)	10
Year 3			Applied Learning - Enterprise Development (E)	10
	Digital Business (M)	10	Strategic Management (M)	10
	The Macro Economic Environment (M)	5	Innovation in Organisations (M)	10
	Financial Management (M)	5		
	Choose one of the following Electives (E):		Choose 10 credits from the following Electives (E):	
	Supply Chain Management	10	Customer Experience Management	5
	International Marketing	10	Decision Making Techniques	5
			Project Management	5
			Organisational Change	10

(M) = Mandatory, (E) = Elective

Follow-on courses

- Higher Diploma in Business in Finance & Technology (Fintech)
- Master of Science in Marketing Practice
- Master of Science in Management Practice
- Masters degrees in institutes and universities at home and abroad

Bachelor of Business (Hons) in Marketing with Online Technologies

Bachelor of Business (Hons) in Marketing Practice with Online Technologies

Bachelor of Business (Hons)

National Framework: Level 8

CAO Code: LY128

Duration: 3 years or 4 years with optional 1 year work placement*.

Reserved Quota: 10 - QQI FET Applicants

Number of Places: 50 **NEW** **WP**

*certain criteria must be met to be eligible for the work placement

Is this the course for you?

The aim of this programme is to equip learners with the capabilities to excel in the dynamic and global marketing environment by developing marketing graduates who are innovative in their approach and have the capacity to act as catalysts for growth in organisations. This programme reflects the intrinsic need to develop marketers who have a strategic approach towards the marketing function and have the ability to leverage online technologies to connect with current and prospective customers.

This programme responds to the disruption that has taken place in the marketing discipline and seeks to develop marketing graduates that are equipped with the requisite skills for Industry 4.0. Marketing graduates must possess the requisite skills for the dynamic digitised economy.

A one year optional work placement will be available to those students who have successfully completed 120 credits in Year 2 (min GPA 50%). The work placement will provide learners with the opportunity to gain valuable practical experience in the marketing sector.

Career opportunities

Graduates from this programme will be equipped with a skill set that is in demand regionally, nationally and internationally. Graduates may find employment as a Marketer across a range of sectors including, but not limited to, public sector, finance, IT and retail.

Graduate careers typically include:

- Marketing Manager
- Brand Manager
- Digital Marketing Manager
- Sales and Marketing Manager
- Brand Communications Specialist
- Social Media Analyst
- Consumer Insights Analyst
- Market Research Analyst
- Content Marketing Executive
- Consumer Planning and Insights Executive
- Campaign Marketing Manager

Minimum Entry Requirements:

Minimum Six O6/H7

Maths O6/H7

English or Irish O6/H7

At least two H5



What will I study?

Bachelor of Business (Hons) in Marketing with Online Technologies (180 Credits)

	Semester 1	Credits	Semester 2	Credits
Year 1	Learning to Learn & ICT (M)	5	Writing Skills (M)	5
	Fundamentals of Marketing (M)	5	Digital Marketing 1 (M)	10
	Business Management (M)	10	Economics 1 (M)	5
	Quantitative Methods (M)	5	Business Information Systems (M)	10
	Principles of Marketing (M)	5		
Year 2	Social Media Marketing (M)	5	Website Performance (M)	10
	Copywriting 4.0 (M)	5	Talent Management	5
	Contemporary Issues in Marketing (M)	10	Generating Consumer Insight (M)	5
	Accounting for Business (M)	10	User Experience and Design Thinking (M)	10
Year 3	Global Marketing (M)	10	Capstone Project: Applied Marketing Research (M)	10
	Work & Organisational Psychology (M)	5	Brand Engagement Marketing (M)	5
	Digital Business (M)	10	Applied Marketing Management (M)	5
	Decision Making for Marketing (M)	5	Strategic Management (M)	10

(M) = Mandatory

Bachelor of Business (Hons) in Marketing Practice with Online Technologies* (240 Credits)

*certain criteria must be met to be eligible for the work placement

	Semester 1	Credits	Semester 2	Credits
Year 1	Learning to Learn & ICT (M)	5	Writing Skills (M)	5
	Fundamentals of Marketing (M)	5	Digital Marketing 1 (M)	10
	Business Management (M)	10	Economics 1 (M)	5
	Quantitative Methods (M)	5	Business Information Systems (M)	10
	Principles of Marketing (M)	5		
Year 2	Social Media Marketing (M)	5	Website Performance (M)	10
	Copywriting 4.0 (M)	5	Talent Management (M)	5
	Contemporary Issues in Marketing (M)	10	Generating Consumer Insight (M)	5
	Accounting for Business (M)	10	User Experience and Design Thinking (M)	10
Year 3	Work Placement (M)			60
Year 4	Global Marketing (M)	10	Capstone Project: Applied Marketing Research	10
	Work & Organisational Psychology (M)	5	Brand Engagement Marketing	5
	Digital Business (M)	10	Applied Marketing Management	5
	Decision Making for Marketing (M)	5	Strategic Management	10

(M) = Mandatory

Follow-on courses

- MSc in Marketing Practice
- MSc in Management Practice
- Higher Diploma in Business in Finance and Technology (Fintech)
- Masters by Research
- Further study at other Institutes or Universities



Bachelor of Business Honours, LYIT
(2018)

Owner and Manager of Luca's
Restaurant, Letterkenny

"Graduation night was the opening
night of my new restaurant."

Luke Johnston

A first class honours to a first class business

Graduation Day is the celebration of academic achievement and the marking of a new exciting journey ahead for many students. This day was an important milestone for Luke Johnston as he left his graduation ceremony at LYIT for the grand opening of his new business venture – Luca's Restaurant.

Having completed his Leaving Certificate at the Royal and Prior College in Raphoe, Co. Donegal, Luke began studying on the Bachelor of Business (Hons) programme at LYIT. "I loved the course from the beginning and I knew instantly that it was the correct choice for me. Having grown up working in family businesses over the years, I was excited to further develop my skills and business knowledge."

October 2018, on graduation night, Luke and his brother Caine opened the doors to Luca's and never looked back. Growing from strength to strength Luca's restaurant adds to the wonderful food scene in Letterkenny serving authentic wood fired pizza, pasta, burgers and many other culinary delights.

"While studying at LYIT, I learned about the principles of business with accountancy, marketing and management modules. This invaluable knowledge helped me to understand how business operates".

"It is something that I practice in my own business now on a daily basis."

The accountancy modules gave me an insight into the financial side of a business and inevitably taught me how to make my business profitable. The marketing module has aided me to design posters and social media campaigns to market Luca's. On a regular day at Luca's, I manage a team of 12 – 15 employees. The management module prepared me for this aspect and most importantly, it provided me with the skills to build good relationships with my customers.

"The lecturers at LYIT were more than helpful and approachable".

"In my final year, I made use of The Curve, which is a learning support hub within the college. Academic staff from The Curve guided me with grammar and proof reading on my dissertation which was a great help".

Luke was always shooting for the stars and was very determined, graduating from LYIT with a first class honours degree in 2018. "I look back fondly on my time at LYIT and how much I enjoyed the learning experience. I loved the presentations and the different projects that we got to work on as part of the programme. We got to study a local company and learn all about how they operated in Donegal and provided employment. I was fascinated with the company that I studied and I got to go out and have a tour of the company. This is a very fond memory".

Luke continues to focus his attention into his wonderful business which continues to grow. "I could never speak highly enough of LYIT", says Luke.

Business (Common Entry)

Bachelor of Business with Degree Award Options: Accounting or Management or Marketing

National Framework: Level 7
CAO Code: LY107
Duration: 3 years
Number of Places: 100
Reserved Quota: 10 - QQI FET Applicants

Points in Recent Years:

Year	Final	Median
2018	169	327
2019	162	332

to choose which area to specialise in for their Level 7 Degree.

The first two years of the programme are common with students getting equal exposure to Accounting, Management and Marketing modules to enable them make an informed choice as regards their preferred specialism in Year 3.

Minimum Entry Requirements:

Minimum Points Score 160

Minimum Five O6/H7

English or Irish O6/H7

Maths F2/O6/H7

Career opportunities

Successful graduates find themselves working in a range of roles.
(See table below).

Is this course for you?

This programme has been designed to provide students, who know they want to study some aspect of business at third level, with the opportunity to take modules in Accounting, Management and Marketing, as well as core business modules, before having

BBus in Management	BBus in Marketing	BBus in Accounting
<ul style="list-style-type: none">• Trainee / Assistant Manager• Operations Administrator• Human Resource Assistant• Buyer & Procurement Officer• Business Development Roles• Finance and Insurance Roles• Administrator	<ul style="list-style-type: none">• Marketing Executive (marketing department / marketing agency / consultancy)• Advertising / Public Relations Executive• Market Researcher• Sales & Marketing Executive• Marketing Assistant• Digital Marketing Executive	<ul style="list-style-type: none">• Office Manager• Book-keeper• Accounts Administrator• Finance Roles• Most graduates will progress onto the BBus Hons Accounting programme with a view to completing Professional Accounting exams (ICA, ACCA, CIMA or ICA)



What will I study?

	Semester 1	Credits	Semester 2	Credits
Year 1	Learning to Learn & ICT (M)	5	Economics 1 (M)	5
	Business Management (M)	10	Basic Business Statistics 1 (M)	5
	Business Law (M)	5	Introduction to Accounting (M)	10
	Fundamentals of Marketing (M)	5	Writing Skills (M)	5
	Choose one of the following Electives (E):		Choose one of following Electives (E):	
	Language & Culture 1 Irish or Spanish	5	Introduction to Sociology	5
	Critical Thinking Skills	5	Language & Culture 2 Irish or Spanish	5
	Civic & Community Engagement	5	Introduction to the Teaching of English	5
Year 2	Introduction to the Teaching of English	5	Personal Finance	5
	Personal Finance	5	Critical Thinking Skills	5
	Financial & Cost Accounting (M)	10	Civic & Community Engagement	5
	Business Information Systems (M)	10	Economics 2 (M)	5
	Basic Business Statistics 2 (M)	5	Business Communications (M)	5
	Marketing Principles (M)	5	Digital Marketing 1 (M)	10
			Entrepreneurship & Innovation (M)	5
			Introduction to Business Process Management (M)	5

Degree Award Option: Accounting

Year 3	Financial Report 1 (M)	10	Management Accounting 2 (M)	10
	Management, Accounting & Finance (M)	10	Company Law & Governance (M)	10
	Computerised Accounts (M)	5	Business Tax (M)	10
	Law for the Business Environment (M)	5		

Degree Award Option: Management

Year 3	Service & Operations Management (M)	10	HRM & Employee Relations (M)	10
	Business Law for Managers (M)	5	Project Management (M)	5
	Organisational Behaviour (M)	5	Personal & Professional Development (M)	5
	Microeconomics for Business Decisions (M)	5	Choose one of following Electives (E):	
	Financial Management (M)	5	Applied Learning - Work Based Learning	10
			Applied Learning - Enterprise Development Project	10

Degree Award Option: Marketing

Year 3	Marketing Management (M)	10	Digital Marketing 2 (M)	10
	Consumer Psychology (M)	10	Designing Marketing Research (M)	5
	Organisational Behaviour (M)	5	Personal & Professional Development (M)	5
	Financial Management (M)	5	Choose one of following Electives (E):	
			Applied Learning - Work Based Learning	10
			Applied Learning - Enterprise Development Project	10

(M) = Mandatory, (E) = Elective

Bachelor of Business (Hons) in Accounting

Add-on Level 8 Course

What will I study?

	Semester 1	Credits	Semester 2	Credits
Year 4	Digital Business (M)	10	Strategic Management (M)	10
	Financial Reporting 2 (M)	10	Advanced Management Accounting & Business Finance (M)	10
	Business Finance (M)	5	Auditing (M)	10
	Capital Gains Tax & VAT (M)	5		

(M) = Mandatory

Bachelor of Business (Hons) in Management

Add-on Level 8 Course

What will I study?

	Semester 1	Credits	Semester 2	Credits
Year 4	The Macroeconomic Environment (M)	5	Strategic Management (M)	10
	Applied Quantitative Methods (M)	5	Organisational Change (M)	10
	Supply Chain Management (M)	10	Business Cases (M)	5
	Digital Business (M)	10	Decision Making Techniques (M)	5

(M) = Mandatory

Bachelor of Business (Hons) in Marketing

Add-on Level 8 Course

What will I study?

	Semester 1	Credits	Semester 2	Credits
Year 4	International Marketing (M)	10	Strategic Management (M)	10
	Human Resource Management (M)	5	Strategic Market Planning (M)	10
	Analysing Marketing Research (M)	5	Marketing Research Project (M)	5
	Digital Business (M)	10	Customer Experience Management (M)	5

(M) = Mandatory



Administration, Information Technology & Customer Service

Higher Certificate in Business (Administration, Information Technology & Customer Service)

National Framework: Level 6
CAO Code: LY116
Duration: 2 years
Number of Places: 40
Reserved Quota: 10 - QQI FET Applicants

Points in Recent Years:

Year	Final	Median
2017	126	240
2018	136	289

Is this course for you?

This 2-year programme has been designed to provide students with a skillset matched to the needs of small businesses locally and nationally in the areas of Administration, IT and Customer Service. Students will study a range of modules including Office Administration, Professional Keyboarding, Accounting and VAT, Customer Relationship Management and Digital Marketing.

Particular attention is paid in first year to supporting the transition to 3rd level study through enabling modules such as Learning to Learn & ICT in Semester 1 and Writing Skills in Semester 2.

Career opportunities

Successful graduates find themselves working in a wide variety of public, private and community sector organisations.

Graduate careers typically include:

- Office Administrator
- Accounts Administrator
- General Business Administrator
- Services/Events Co-ordinator
- Buyer & Procurement Officer
- Clerk in accounts payable & receivable departments/offices
- Public Relations Executive
- Retail Assistant/Manager

Minimum Entry Requirements:

**Minimum Five O6/H7
English or Irish O6/H7
Maths F2/O6/H7**

In absence of Mathematics, 6 Leaving Certificate Subjects, Grade OD, including O6/H7 including Irish or English and

(A) two commercial subjects or
(B) one commercial subject & one continental language



What will I study?

	Semester 1	Credits	Semester 2	Credits
Year 1	Learning to Learn & ICT (M)	5	Writing Skills (M)	5
	Business Management (M)	10	Office Administration (M)	10
	Mathematics (M)	5	Introduction to Accounting (M)	10
	Fundamentals of Marketing (M)	5	Professional Keyboarding & Business Document Production 2 (M)	5
	Professional Keyboarding & Business Document Production 1 (M)	5		
Year 2	Business Information Systems (M)	10	Digital Marketing 1 (M)	10
	VAT & PAYE for SME's (M)	5	Advanced Text Processing (M)	5
	Marketing Principles (M)	5	Customer Care (M)	5
	Customer Relationship Management (M)	10	Computerised Accounts & Payroll Systems (M)	10

(M) = Mandatory

Add-on Level 7 Course

Bachelor of Arts in Administration

What will I study?

	Semester 1	Credits	Semester 2	Credits
Year 3	IT for Administrators (M)	10	Professional Practice in Administration (M)	5
	Marketing Management (M)	10	Work Placement (M)	25
	Law for the Business Environment (M)	5		
	Organisational Behaviour (M)	5		

(M) = Mandatory

Entry to Year 3 of Level 7

Bachelor of Business in Marketing

What will I study?

	Semester 1	Credits	Semester 2	Credits
Year 3	Marketing Management (M)	10	Digital Marketing 2 (M)	10
	Consumer Psychology (M)	10	Designing Marketing Research (M)	5
	Organisational Behaviour (M)	5	Personal & Professional Development (M)	5
	Financial Management (M)	5	Choose one of following Electives:	
			Applied Learning - Work Based Learning (E)	10
			Applied Learning - Enterprise Development Project (E)	10

(M) = Mandatory, (E) = Elective