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)
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
Points in Recent Years:

Year	Final	Median
2017	308	351
2018	303	361

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.

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

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
Points in Recent Years:

Year	Final	Median
2017	280	343
2018	283	328

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) Applied Learning - Enterprise Development (E)	 10 10
Year 3	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): Supply Chain Management International Marketing	 10 10	**Choose 10 credits from the following Electives (E):** Customer Experience Management Decision Making Techniques Project Management Organisational Change	 5 5 5 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

BBS (Hons), LYIT 2004

Master of Science in Marketing Practice, LYIT (2008)

Sales & Logistics Manager, Irish Pressings

"It was the best thing I ever did. Even though I was 7 years older than most of the class I made fantastic friends."

Karen Campbell

World class education

Pass any number of cars on the road and you'll find parts inside made by Irish Pressings in Gweedore, Co. Donegal. The company supplies pressed parts, welded assemblies and press tools to the automotive trade. In this heavily regulated industry, big names like BMW and Nissan, use components supplied by Irish Pressings because of their high standards of manufacturing and quality. In fact, the company has just won a major supplier award from Honda.

Karen Campbell from Falcarragh is Sales and Logistics Manager at Irish Pressings.

She is emphatic that quality is recognised worldwide, not only in the automotive industry but in education also. "Just because you go to college or work in the NW of Ireland doesn't mean you're not employable globally or you can't deliver the highest quality. In fact, due to the calibre of the courses at LYIT, I'd say more so."

Her main role is to source business and to communicate with customers on current and new projects.

"I could be talking to companies in Europe one day and assessing the materials we need the next. The job is broad ranging and interesting."

Karen studied Business at LYIT as a mature student. "It was the best thing I ever did. Even though I was 7 years older than most of the class I made fantastic friends." With a young son to look after, she reveals, studying was a real juggling act and a life changing experience. By the time she graduated with a Business Studies Degree, Karen was hooked on education. She went on to do a Masters in Marketing Practice at LYIT, where she came first in her year and also won first prize in a competition sponsored by Donegal County Enterprise Board for her marketing plan on Irish Pressings, to boot.

One of the reasons Karen highly recommends LYIT is because of the exceptional teaching and the world class business courses. She says, "there's a culture of learning and respect from everyone - Lecturers, Administrative Staff, Students' Union." Furthermore the subjects closely reflect industry and the structure of the courses encourage students to continue their learning outside class.

Through work placement on the Masters in Marketing Practice students are given a valuable opportunity to apply what they've learned in a business environment. Karen was matched with Irish Pressings, "I didn't know a thing about manufacturing. It was a baptism of fire," she laughs, " It turned out to be a fabulous springboard for me."

College is a chance to develop as a person and to gain the skills that will be essential in the future. In fact, skills like communication and presenting are incorporated across the board. "There's an empathetic support system at LYIT. Lecturers make it their business to know how good you can be and encourage you along. They always have time for you." Her advice to students is, "get the most from your time at college. Ask the questions, no matter how silly you think they are. That's how you learn."

So what's next for Karen? "My future is here, I have a great job." Irish Pressings now employs 68 people, when Karen started there were only 5. "I drive my son mad, name checking the cars that we make parts for and as the company is growing this is something that happens a lot more! There's no doubt LYIT helped me get to where I am today and I'm loving it."

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
Points in Recent Years:

Year	Final	Median
2017	162	326
2018	169	327

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 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).

BBus in Management	BBus in Marketing	BBus in Accounting
• Trainee / Assistant Manager • Operations Administrator • Human Resource Assistant • Buyer & Procurement Officer • Business Development Roles • Finance and Insurance Roles • Administrator	• Marketing Executive (marketing department / marketing agency / consultancy) • Advertising / Public Relations Executive • Market Researcher • Sales & Marketing Executive • Marketing Assistant • Digital Marketing Executive	• 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):**	
	Introduction to Sociology	5	Beginners Spanish 2	5
	Beginners Spanish 1	5	Language & Culture 2 Irish or French or Spanish	5
	Language & Culture 1 Irish or French or Spanish	5		
			Critical Thinking Skills	5
	Introduction to the Teaching of English	5	Civic & Community Engagement	5
	Personal Finance	5		
Year 2	Financial & Cost Accounting (M)	10	Economics 2 (M)	5
	Business Information Systems (M)	10	Business Communications (M)	5
	Basic Business Statistics 2 (M)	5	Digital Marketing 1 (M)	10
	Marketing Principles (M)	5	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

Add-on Level 8 Course

Bachelor of Business (Hons) in Accounting

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 & Finance (M)	10
	Business Finance (M)	5	Auditing (M)	10
	Capital Gains Tax & VAT (M)	5		

(M) = Mandatory

Add-on Level 8 Course

Bachelor of Business (Hons) in Management

What will I study?

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

(M) = Mandatory

Add-on Level 8 Course

Bachelor of Business (Hons) in Marketing

What will I study?

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

(M) = Mandatory

Follow-on courses

- Higher Diploma in Business in Finance & Technology (FinTech)
- Master of Science in Marketing Practice
- Master of Science in Management Practice
- Master of Arts in Accounting
- Masters degree (by research)
- Masters degrees in institutes and universities at home and abroad

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
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 commerical 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

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