

## DEPARTMENT OF BUSINESS STUDIES

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 management, marketing, accounting, administration and information technology 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 followed many career paths e.g. trainee manager, marketing executive, office manager, trainee accountant, accounts administrator, market researcher, secondary school teacher, personnel officer and sales executive.

### Contact Us

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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 in Management
LY117	Bachelor of Arts in Administration & Information Technology
LY127	Bachelor of Business in Marketing
LY106	Higher Certificate in Business (Accounting & Administration)

## 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
2014	305	345
2015	335	415

### 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.

### Graduate careers typically include:

- Qualified Accountant (ICA, ACCA, CIMA, ICA)

### 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
<b>Year 1</b>	Learning & Communications Skills (M)	10	Management Accounting & Finance (M)	10
	Book-keeping (M)	5	Economics (M)	10
	Information Technology (M)	5	Quantitative Methods (M)	5
	Business Organisation & Management (M)	10	Financial Accounting (M)	5
<b>Year 2</b>	Financial Reporting 1 (M)	10	Management Accounting 2 (M)	10
	Business Information Systems (M)	10	Company Law & Governance (M)	10
	Computerised Accounts (M)	5	Business Tax (M)	10
	Law for the Business Environment (M)	5		
<b>Year 3</b>	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

## Follow-on courses

- Masters of Arts in Accounting or Postgraduate Diploma in Accounting



## Business

(3 Year Honours Degree course)

### Bachelor of Business (Hons)

**National Framework:** Level 8

**CAO Code:** LY118

**Duration:** 3 years

**Number of Places:** 30

**Points in Recent Years:**

Year	Final	Median
2014	300	360
2015	300	345

### 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.

### Career opportunities

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

### Graduate careers typically include:

- Trainee Manager
- Operations Administrator
- Assistant Manager
- Sales Coordinator
- Business Development Manager
- Marketing Coordinator

### 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 & Communications Skills (M)	10	Accounting (M)	10
	Business Organisation & Management (M)	10	Business Information Systems (M)	10
	Information Technology (M)	5	Quantitative Methods (M)	5
	Business Law (M)	5	Communications & Digital Media (M)	5
Year 2	Service & Operations Management (M)	10	Economics (M)	10
	Marketing (M)	10	Cost Accounting & Finance (M)	10
	Organisational Behaviour (M)	5	Personal & Professional Development (M)	5
	Human Resource Management (M)	5	Consumer Psychology & Digital Markets (M)	5
Year 3	Digital Business (M)	10	Strategic Management (M)	10
	Global Economy & Policy (M)	10	Facilitating Innovation & Change (M)	10
	Choose 10 Credits from the following Electives (E):		Choose 10 Credits from the following Electives (E):	
	Project Management	5	Supply Chain Management	5
	Decision Making Techniques	5	Business Cases	5
	Business Finance	5	Services Marketing	5
International Marketing	10	Designing Market Research	5	
Legal Issues – Irish & European	10	Public Sector Policy	10	

(M) = Mandatory, (E) = Elective

## Follow-on courses

- Master of Science in Marketing Practice or Master of Science in Management Practice
- Higher Diploma in Financial Services Technologies
- Masters degrees in institutes and universities at home and abroad





## Management

### Bachelor of Business in Management

**National Framework:** Level 7

**CAO Code:** LY107

**Duration:** 3 years

**Number of Places:** 40

**Points in Recent Years:**

Year	Final	Median
2014	145	295
2015	140	310

### Is this course for you?

In today's challenging environment, effective management is essential for organisational survival. Managers are responsible for running teams, departments and organisations in a variety of sectors. This course offers a general business focus and provides for the development of foundational business competencies for the first two years. Second year provides the opportunity for studying in Europe at one of our partner institutions for one semester (subject to availability). In the third year of the programme the focus is on developing advanced business competencies specialising in the field of management. The final year also includes the development of personal and professional employment skills and gives an opportunity to choose an applied learning option which further supports the connection with real world learning and the transition to the workplace and employment.

### Career opportunities

Successful graduates find themselves working in a range of sectors including public sector, finance, IT and retail.



### Graduate careers typically include:

- Trainee Manager
- Operations Manager
- Human Resources Manager
- Finance and Insurance Roles

### MINIMUM ENTRY REQUIREMENTS

Minimum Points Score 160

Minimum Five O6/H7

English or Irish O6/H

Maths F2/O6/H7

## What will I study?

	Semester 1	Credits	Semester 2	Credits
<b>Year 1</b>	Learning & Communications Skills (M)	10	Accounting (M)	10
	Business Organisation & Management (M)	10	Basic Business Statistics (M)	10
	Information Technology (M)	5	Business Law (M)	5
	Choose one of the following Electives (E): Introduction to Sociology Language 1 (French, German, Irish or Spanish)	5 5	Choose one of the following Electives (E): Social Technology Project Language 2 (French, German, Irish or Spanish)	5 5
<b>Year 2</b>	Business Information Systems (M)	10	Economics (M)	10
	Marketing (M)	10	Cost Accounting (M)	10
	Business Communications (M)	5	Entrepreneurship & Innovation (M)	5
	Choose one of the following Electives (E): Language 3 (French, German, Irish or Spanish) Teaching English as a Foreign Language (TEFL) Civic & Community Engagement	5 5 5	Choose one of the following Electives (E): Language 4 (French, German, Irish or Spanish) Personal Finance	5 5
	Services & Operations Management (M)	10	Personal & Professional Development (M)	5
<b>Year 3</b>	Legal Issues – Irish & European (M)	10	HRM & Employee Relations (M)	10
	Financial Management (M)	5	Applied Marketing Management (M)	5
	Organisational Behaviour (M)	5	Choose one of the following Electives (E): Applied Learning - Work Based Learning Applied Learning - Enterprise Development Project Applied Learning - Peer Assisted Learning	10 10 10

(M) = Mandatory, (E) = Elective

**Add-on Level 8 Course**

## Bachelor of Business (Hons) in Management

### What will I study?

	Semester 1	Credits	Semester 2	Credits
<b>Year 4</b>	Digital Business (M)	10	Strategic Management (M)	10
	Economics for Business Decisions (M)	10	Managing Change (M)	10
	Decision Making Techniques (M)	5	Business Cases (M)	5
	Project Management (M)	5	Supply Chain Management (M)	5

(M) = Mandatory

### Follow-on courses

- Higher Diploma in Financial Services Technologies
- Master of Science in Marketing Practice or Master of Science in Management Practice
- Masters degree (by research)
- Masters degrees in institutes and universities at home and abroad



## Administration & Information Technology

### Bachelor of Arts in Administration & Information Technology

**National Framework:** Level 7

**CAO Code:** LY117

**Duration:** 3 years

**Number of Places:** 40

**Points in Recent Years:**



Year	Final	Median
2014	150	265
2015	160	275

### Is this course for you?

This degree specialises in administration and information technology. It covers all aspects of daily operations in business with a special emphasis on administration, communication and technologies used in the digital workplace. A key strength of this programme is the development of core administration and information technology skills. Practical based modules such as Office Organisation and Management, Computerised Accounts and Advanced IT Applications equip the learner with the know-how for working in the modern work environment. This, combined with a full semester of work placement in year three, ensures that the learner is equipped with key skills which can be applied across a variety of work positions in either the public or private sector.

### 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

### MINIMUM ENTRY REQUIREMENTS

Minimum Points Score 160

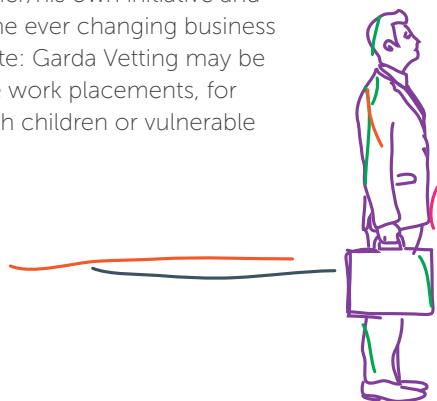
Minimum Five O6/H7

English or Irish O6/H7

Maths F2/O6/H7

### Special requirements

**Work Placement:** This is viewed as an integral part of the programme and it embeds the skills learned and knowledge acquired throughout the course. The work placement is accredited and takes place over the course of one semester in year three. It gives the student the opportunity to work in a real life situation where the student will have to work on her/his own initiative and be adaptable to the ever changing business environment. (Note: Garda Vetting may be required for some work placements, for those working with children or vulnerable adults).



## What will I study?

	Semester 1	Credits	Semester 2	Credits
<b>Year 1</b>	Learning & Communications Skills (M)	10	Record Keeping (Accounts & Payroll) (M)	10
	Office Organisation & Management (M)	10	Text Processing (M)	10
	Information Technology (M)	5	Mathematics (M)	5
	Choose one of the following Electives (E): Introduction to Sociology Languages 1 (French, German, Irish or Spanish)	5 5	Choose one of the following Electives (E): Social Technology Project Languages 2 (French, German, Irish or Spanish)	5 5
<b>Year 2</b>	Business Information Systems (M)	10	Marketing & Customer Relation Management (M)	10
	Business Organisation & Management (M)	10	Computerised Accounts & Payroll Systems (M)	10
	Advanced Text Processing (M)	5	Advanced IT Applications (M)	5
	Choose one of the following Electives (E): Language 3 (French, German, Irish or Spanish) Teaching English as a Foreign Language (TEFL) Civic & Community Engagement	5 5 5	Choose one of the following Electives (E): Language 4 (French, German, Irish of Spanish) Personal Finance	5 5
	Professional Development (M)	5	Interactive & Social Media Applications (M)	10
<b>Year 3</b>	Work Placement (M)	25	Managing People (M)	10
			Public Relations & Communications (M)	5
			Applied Marketing Management (M)	5

(M) = Mandatory, (E) = Elective

### Add-on Level 8 Course

## Bachelor of Arts (Hons) in Administration & Information Technology

### What will I study?

	Semester 1	Credits	Semester 2	Credits
<b>Year 4</b>	Digital Business (M)	10	Information Systems & Project Management (M)	10
	Modern Business Environment (M)	10	Managing Change (M)	10
	Financial Information for Decision Making (M)	5	Public Sector Policy (M)	10
	Human Resource Management (M)	5		

(M) = Mandatory

### Follow-on courses

- Higher Diploma in Financial Services Technologies
- MSc in Marketing Practice or MSc in Management Practice
- Masters by research
- Masters degrees in institutes and universities at home and abroad

# Grainne Boland



Master of Arts in Accounting, LYIT (2012)

Part-time lecturer in Accountancy at LYIT and working part-time in UK Finance team at UnitedHealthcare.

"Businesses are very keen to employ our accountancy graduates, whether they have a degree or a masters as well."

# Going the extra mile

Ask graduates to identify the most important aspect of their degree and most are likely to cite the quality of the teaching. But at LYIT, it's not just the ability of the lecturers that stands out but their commitment to going the extra mile for their students.

Grainne Boland, who took a Bachelor of Business and Master of Arts in Accounting at LYIT, has seen that commitment from both sides, having recently become a lecturer herself.

It was LYIT's reputation for accountancy that persuaded Grainne to choose the college in the first place.

"LYIT's reputation for accountancy is regarded as among the best in Ireland so why would I go anywhere else?"

she says, "The lecturers are key to that. They all have industry backgrounds and they really know their stuff. It's a very well structured course. You get a really good grounding in each subject, whether it's financial reporting, auditing, corporate governance, tax or management accounting."

But, for Grainne, it is not simply the knowledge of the lecturers and structure of the course that makes the difference. "There's a real personal connection," she says. "They are so approachable. Their doors are always open and they have the experience and insight to guide you through to the career that best suits you. You can talk about anything with them and they'll always have suggestions."

Grainne points out that the high regard in which both the accountancy degree and masters are held leads to another major attraction for students choosing LYIT – the high level of exemptions attached to each course. Because the courses meet industry requirements so comprehensively, accountancy students graduating from LYIT have to take fewer professional qualifications than students from most other colleges. "Believe me," Grainne says, "with the number of professional exams accountants have to take, that's a huge bonus!"

It was during her masters that Grainne took the first steps to becoming a lecturer herself. As part of the course she did some tutoring with undergraduates and was asked to take some guest lectures too. The training and advice she had received herself was a great help in adapting to her new task and she has much to pass on from her own experience.

"I tell students that one of the most important things I have learned here is that you need to develop your skills and CV in other ways than simply studying," she says. "For instance, I was involved with the CIMA Global Business Challenge, a case study based competition for undergraduates."

Grainne, who still works part-time for UnitedHealthcare, a multi-national company in Letterkenny, is determined to give the same commitment to her students she received herself. "I saw how the respect students had for the lecturers drove them on. People need role models to look up to."

## Marketing

### Bachelor of Business in Marketing

**National Framework:** Level 7

**CAO Code:** LY127

**Duration:** 3 years

**Number of Places:** 40

**Points in Recent Years:**

Year	Final	Median
2014	150	275
2015	155	310

### Is this course for you?

Marketing is a dynamic and exciting career choice – whether you run a small business or work as part of a large international corporation, marketing is at the centre of what businesses do. It helps organisations work out how they can identify and satisfy customer needs using strategic thinking, business acumen and carefully designed communications. This course offers a general business focus and the development of foundational business competencies for the first two years. Second year also provides the opportunity for studying in Europe at one of our partner institutions for one semester (subject to availability). In the third year of the programme the focus is towards developing advanced business competencies specialising in the field of marketing. The final year also includes the development of personal and professional employment skills and gives an opportunity to choose an applied learning option which further supports the connection with real world learning and the transition to the workplace and employment. The BBus in Marketing is designed as a springboard into challenging

careers in business. If you feel inspired by the prospect of developing relationships with customers and markets, this programme can help you take your next step.

### Career opportunities

Successful graduates find themselves working across a range of sectors with many being employed in SMEs.

### Graduate careers typically include:

- Marketing Executive (in a marketing department / marketing agency / consultancy)
- Advertising / Public Relations Executive
- Market Researcher
- Sales & Marketing Executive
- Marketing Assistant
- Digital Marketing Executive

### MINIMUM ENTRY REQUIREMENTS

Minimum Points Score 160

Minimum Five O6/H7

English or Irish O6/H7

Maths F2/O6/H7

## What will I study?

	Semester 1	Credits	Semester 2	Credits
<b>Year 1</b>	Learning & Communications Skills (M)	10	Accounting (M)	10
	Business Organisation & Management (M)	10	Basic Business Statistics (M)	10
	Information Technology (M)	5	Business Law (M)	5
	Choose one of the following Electives (E): Introduction to Sociology Language 1 (French, German, Irish or Spanish)	5 5	Choose one of the following Electives (E): Language 2 (French, German, or Irish Spanish) Social Technology Project	5 5
<b>Year 2</b>	Business Information Systems (M)	10	Economics (M)	10
	Marketing (M)	10	Cost Accounting (M)	10
	Business Communications (M)	5	Entrepreneurship & Innovation (M)	5
	Choose one of the following Electives (E): Language 3 (French, German, Irish or Spanish)	5	Choose one of the following Electives (E): Language 4 (French, German, Irish or Spanish)	5
	Teaching English as a Foreign Language (TEFL) Civic & Community Engagement	5 5	Marketing Practice	5
<b>Year 3</b>	Marketing Management (M)	10	Interactive & Social Media Applications (M)	10
	Understanding & Influencing Customers (M)	10	Personal & Professional Development (M)	5
	Financial Management (M)	5	Designing Marketing Research (M)	5
	Organisational Behaviour (M)	5	Choose one of the following Electives (E): Applied Learning - Work Based Learning Applied Learning - Enterprise Development Project Applied Learning - Peer Assisted Learning	10

(M) = Mandatory, (E) = Elective

Add-on Level 8 Course

## Bachelor of Business (Hons) in Marketing

### What will I study?

	Semester 1	Credits	Semester 2	Credits
<b>Year 4</b>	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	Services Marketing (M)	5

(M) = Mandatory

### Follow-on courses

- Master of Science in Marketing Practice or Master of Science in Management Practice
- Higher Diploma in Financial Services Technologies
- Masters degree (by research)
- Masters degrees in institutes and universities at home and abroad



## Accounting & Administration

### Higher Certificate in Business (Accounting & Administration)

**National Framework:** Level 6

**CAO Code:** LY106

**Duration:** 2 years

**Number of Places:** 20

**Points in Recent Years:**

Year	Final	Median
2014	105	315
2015	105	255

### MINIMUM ENTRY REQUIREMENTS

Minimum Five O6/H7

English or Irish O6/H7

Maths F2/O6/H7

Alternative to Maths:

Minimum Six O6/H7

Two Commercial Subjects  
(alternatively one Commercial  
Subject & one Language)

### Is this course for you?

This course is a Level 6, two year Higher Certificate programme, offering students the opportunity to develop a diverse and invaluable range of skills that can be applied in the professional accounting and administration environment. The focus of the course is on developing core accounting skills with a complementary range of both back-office and front-office skills in administration and information technology. The first year of the programme focuses on developing foundational accounting, tax and business skills while the second year of the programme is dedicated to developing advanced knowledge associated with accounting and administration related roles.

### Career opportunities

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

### Graduate careers typically include:

- Administrator
- Office Manager
- Book-keeper



## What will I study?

	Semester 1	Credits	Semester 2	Credits
<b>Year 1</b>	Learning & Communications Skills (M)	10	Record Keeping (Accounts & Payroll) (M)	10
	Business Organisation & Management (M)	10	Marketing & Customer Relationship Management (M)	10
	Income Tax & VAT (M)	5	Mathematics (M)	5
	Information Technology (M)	5	Business Law (M)	5
<b>Year 2</b>	Business Information Systems (M)	10	Economics (M)	10
	Office Organisation & Management (M)	10	Computerised Accounts & Payroll Systems (M)	10
	Financial Accounts (M)	10	<b>Choose 10 Credits from the following Electives (E):</b>	
			Text Processing	10
		Management Account & Finance	10	
		Entrepreneurship & Innovation	5	
		Advanced IT Applications	5	

(M) = Mandatory, (E) = Elective

## Follow-on courses

- Bachelor of Business (Hons) in Accounting (Year 2)
- Bachelor of Arts in Administration and Information Technology (Year 3)
- Bachelor of Business in Management (Year 3)
- Bachelor of Business in Marketing (Year 3)

