

Award Title:	Bachelor of Arts (Honours)	TL_KINAB_B	AY 2010/2011
Area of Specialisation:	in Information Systems Management - Business Administration		
Effective From:	AY 2010/2011	Stage: 3	Semester: 5 Level: 08

Module Code/Title: DBMS 71000 **Databases**

Credits: 5

Level: 07

Duration: 1 Semester

Department Assigned To: Business Informatics

Total Contact Hours: 48

Directed Study Hours: 0

Independent Study Hours: 52

Total Hours: 100

Prerequisite Knowledge:

Module Description/Aims: This module introduces the concepts necessary for the design, use and implementation of database systems. It covers the fundamentals of database modelling and design, the languages and facilities provided by database management systems, and the techniques for implementing database systems.

Contact Hours

No.	Contact Type	Hours	Frequency	Additional Information
1	Practical/Workshop	2	Per Week	
2	Lecture	2	Per Week	

Learning Outcomes - On successful completion of the module the learner will be able to:

No. Learning Outcomes

- Analyse and evaluate user requirements to produce a database system.
- Comprehend the technical issues involved in their design and use.
- Build a database system.

Teaching & Learning Strategies

No. Teaching & Learning Strategies

Indicative Syllabus Content

No.	Content	% Alloc	Detail
1	Introduction to Databases	5	* Databases and Database Management Systems * Components of the DBMS Environment
2	Database Environment	5	* Three-Level ANSI-SPARC Architecture * Functions of a DBMS
3	The Relational Model	5	* Relations * Keys * Relational Integrity
4	Entity-Relational Modelling	15	* Notation and development of Entity-Relationship Diagrams
5	Normalization	5	* Databata Redundancy * Anomalies * Functional Dependencies * Normalization Process
6	SQL	15	* DML * DDL
7	Database Development	50	* Development of Business Database Systems.

Assessment Strategies

No. Assessment Strategies

- Comprehension and knowledge will be assessed by written examination at the end of the module.
- Comprehension of module will be further assessed in lab-based assignments and examinations.

Assessments

No.	Category	Method	Additional Information	% Alloc	Learning Outcomes
1	Continuous Assessment	Computer based - Individual		25	2, 3
2	Continuous Assessment	Computer based - Individual		25	2
3	Final Exam (Scheduled)	Final Written Exam		50	1, 2

Reading List

No.	Type	Book Title	ISBN	Author(s)	Publisher	Year	Edition
1	Recommended	Fundamentals of Database Systems	032141506X	Elmasri, R., Navathe, S., Kifer, M., Bernstein, A., Lewis, P.	Prentice Hall	2007	5th
2	Recommended	Database Systems, An Application-Oriented Approach	0321228383	Connolly, T., Begg, C., Holowczak, R.	Addison Wesley	2005	2nd
3	Recommended	Business Database Systems	1405874376		Addison Wesley	2008	

Journals, Websites & Course Material

No.	Type	Description
1	Course Material	Lecture notes supplied for both practical labs and theory lectures.

Award Title: Bachelor of Arts (Honours) TL_KINAB_B AY 2010/2011

Area of Specialisation: in Information Systems Management - Business Administration

Effective From: AY 2010/2011 **Stage:** 3 **Semester:** 5 **Level:** 08

Module Code/Title: MKTG 71000 **Marketing Research**

Credits: 5

Level: 07

Duration: 1 Semester

Department Assigned To: Business Studies

Total Contact Hours: 48

Directed Study Hours: 24

Independent Study Hours: 28

Total Hours: 100

Prerequisite Knowledge:

Module Description/Aims: To develop in the students a thorough knowledge of the fundamental concepts of marketing research. To equip students with the full complement of skills and knowledge required to undertake a research project in Semester 6.

Contact Hours

No.	Contact Type	Hours	Frequency	Additional Information
1	Lecture	2	Per Week	
2	Practical/Workshop	1	Per Week	This consists of a one-hour session in a computer lab. Topics will include: coding, data entry, descriptive statistics, correlation, regression, factor analysis, reliability analysis and hypothesis testing.
3	Practical/Workshop	1	Per Week	This consists of a one-hour session in a computer lab. This practical will be used by students to design a research proposal in response to a set research brief submitted by a nominated organisation or business. Additional topics will include: focus groups, on-line focus groups, on-line survey design, questionnaire design, conducting secondary research, report writing, oral presentation of findings.

Learning Outcomes - On successful completion of the module the learner will be able to:

No. Learning Outcomes

- 1 evaluate the role of marketing research in creating information for effective business management.
- 2 apply each of the stages of the marketing research process to a research problem.
- 3 design and implement research instruments.
- 4 analyse research findings.
- 5 propose relevant ethical practices in a particular research scenario.
- 6 prepare and present research findings.

Teaching & Learning Strategies

No. Teaching & Learning Strategies

Indicative Syllabus Content

No.	Content	% Alloc	Detail
1	The Role of Marketing Research	5	Importance of marketing research in management decision making.
2	Marketing Research Process	10	Problem Definition, Research Design, Data Collection Methods, Sampling, Fieldwork, Data analysis and Report Presentation.
3	Secondary Research	10	Traditional and on-line sources of information, Internal and external data sources, Role of state agencies and private bodies/organisations, Advantages and limitations of secondary data.
4	Primary Sources of Information	20	Focus Groups - types, process, analysis, advantages and disadvantages. Survey - types, factors affecting survey choice, advantages and disadvantages

No.	Content	% Alloc	Detail
			Observation - human versus mechanical, disguised vs open, lab vs field, direct vs indirect
5	Data Acquisition	10	Measurement, reliability, validity Scaling techniques Attitude measurement Attitude scales
6	Questionnaire Design	5	Questionnaire design process
7	Sampling	10	Probability versus Non-probability sampling techniques, Developing a sampling plan, Determining sample size.
8	Data Processing and Analysis	20	Data processing and analysis: coding, validating, data entry, tabulation of results, hypothesis testing, reliability analysis, correlation, cluster analysis, regression analysis and factor analysis
9	Marketing Research Communications	5	Communication of research findings Report writing Oral Presentation
10	Ethics of Marketing Research	5	Responsibilities to respondents, the client and the general public.

Assessment Strategies

No. Assessment Strategies

- 1 Students' knowledge and application of marketing research theory and concepts will be assessed by a written exam at the end of the semester.
- 2 Students' knowledge of and skills in data analysis will be assessed through a computer-based exam. This will take place during the semester.
- 3 Students' ability to apply their knowledge of marketing research concepts and theory to a live research problem will be assessed by submission of a research proposal.

Assessments

No.	Category	Method	Additional Information	% Alloc	Learning Outcomes
1	Final Exam (Scheduled)	Final Written Exam		60	1, 2, 3, 4, 5, 6
2	Continuous Assessment	Computer based - Individual		20	4
3	Continuous Assessment	Project - Group		20	2

Reading List

No.	Type	Book Title	ISBN	Author(s)	Publisher	Year	Edition
1	Essential	Marketing Research in Ireland	9780717142002	Domegan, C., Fleming, D.	Gill and Macmillan	2007	3rd
2	Recommended	Marketing Research Essentials with SPSS	9780470169704	McDaniel, C., Gates, R.	Wiley	2010	7th
3	Recommended	Marketing Research	9780073404707	Hair, J. F., Bush, R. P., Ortinau, D. J.	McGraw Hill	2008	4th
4	Recommended	Marketing Research	9780618660636	Parasuraman, A., Grewal, D., Krishnan, R.	Houghton Mifflin	2007	2nd
5	Recommended	Marketing Research An Applied Orientation: Global Edition	9780136094234	Malhotra, N.	Pearson Education	2009	6th
6	Recommended	Qualitative, Quantitative and Mixed Method Approaches	9781412965569	Creswell, J. W.	Sage Publications	2009	3rd
7	Recommended	SPSS: Analysis Without Anguish Using SPSS Version 17.0 for Windows	9781742165462	Coakes, S. J.	Wiley	2010	
8	Recommended	PASW Statistics 17 Made Simple	9781848720268	Kinnear, P., Gray, C.	Psychology Press	2009	

Journals, Websites & Course Material

No.	Type	Description
1	Website	http://www.mii.ie/
2	Website	http://www.mrs.org.uk/
3	Website	http://www.esomar.org/
4	Website	http://www.cso.ie/
5	Journal	Marketing Intelligence & Planning
6	Journal	Qualitative Market Research: An International Journal
7	Journal	Qualitative Research in Organisations and Management: An International Journal
8	Journal	Journal of Marketing Research
9	Journal	International Journal of Research in Marketing
10	Journal	International Journal of Market Research
11	Course Material	Video on conducting focus groups (McDaniel and Gates, 2006).

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Area of Specialisation:	in Information Systems Management - Business Administration		
Effective From:	AY 2010/2011	Stage: 3	Semester: 5 Level: 08

Module Code/Title: SWDV 71001 **Introduction to Web Programming**

Credits: 5

Level: 07

Duration: 1 Semester

Department Assigned To: Business Informatics

Total Contact Hours: 48

Directed Study Hours: 0

Independent Study Hours: 52

Total Hours: 100

Prerequisite Knowledge:

Module Description/Aims: Students gain the technical skills to programme dynamic web pages. Topics include procedural and object-orientated programming.

Contact Hours

No.	Contact Type	Hours	Frequency	Additional Information
1	Tutorial	1	Per Week	
2	Practical/Workshop	3	Per Week	

Learning Outcomes - On successful completion of the module the learner will be able to:

No. Learning Outcomes

- 1 Solve user defined problems using flowcharting and pseudo code
- 2 Understand the fundamentals of Procedural Programming
- 3 Understand the fundamentals of Object-Oriented Programming
- 4 Understand the fundamentals of Event-driven programming

Teaching & Learning Strategies

No. Teaching & Learning Strategies

Indicative Syllabus Content

No.	Content	% Alloc	Detail
1	Program Design using flowcharting and pseudo code	15	
2	Procedural Programming	45	<ul style="list-style-type: none"> - Data Types - Constants and Variables - Documenting Code - Assignment Statements - Arithmetic Operators - Conditional logic - Loops - Arrays - Functions & Subroutines - Debugging Techniques
3	Object-Oriented Programming	25	<ul style="list-style-type: none"> - Principles of Object-Oriented Programming - Classes and objects - Inheritance, Interfaces, Abstract Members, Overloading - Namespaces in a Web application
4	Event-Driven Programming	15	<ul style="list-style-type: none"> - overview of Event-Driven Programming - Creating event handlers - Binding event handlers

Assessment Strategies

No. Assessment Strategies

- 1 Assesment by practical CA and final practical examination.

No. Assessment Strategies

2 Repeat students will be take a "Final exam scheduled (computer based - individual)".

Assessments

No.	Category	Method	Additional Information	% Alloc	Learning Outcomes
1	Continuous Assessment	Computer based - Individual		40	1, 2
2	Final Exam (Scheduled)	Computer based - Individual		60	1, 2, 3, 4

Reading List

No.	Type	Book Title	ISBN	Author(s)	Publisher	Year	Edition
1	Essential	VB.NET Language in a Nutshell	0596003080	Steven Roman	O' Reilly	2006	
2	Recommended	Professional VB.Net	2563542240	Bill Evjen	Wrox	2005	

Journals, Websites & Course Material

No.	Type	Description
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Award Title:	Bachelor of Arts (Honours)	TL_KINAB_B	AY 2010/2011
Area of Specialisation:	in Information Systems Management - Business Administration		
Effective From:	AY 2010/2011	Stage: 3	Semester: 5 Level: 08

Module Code/Title: PROC 71000 **Procurement Management**

Credits: 5

Level: 07

Duration: 1 Semester

Department Assigned To: Business Studies

Total Contact Hours: 36

Directed Study Hours: 0

Independent Study Hours: 64

Total Hours: 100

Prerequisite Knowledge:

Module Description/Aims: The module focuses on the principles and strategies of procurement and supply management. It provides an examination of purchasing as a major functional area of business, the management decision making involved and emphasises the importance of procurement management as vital and primary activity of business.

Contact Hours

No.	Contact Type	Hours	Frequency	Additional Information
1	Lecture	30	Per Module	
2	Tutorial	6	Per Module	

Learning Outcomes - On successful completion of the module the learner will be able to:

No. Learning Outcomes

- 1 Assess how better management of purchasing activities can lead to increased profitability.
- 2 Appraise the steps, procedures and systems necessary for effective procurement. Describe and value the activities that must be performed by the purchasing function.
- 3 Appraise the impact of the just-in-time/total quality management philosophy on supply management.
- 4 Compare and contrast the various models of purchasing organisational required in a global economy.
- 5 Select and evaluate vendors.

Teaching & Learning Strategies

No. Teaching & Learning Strategies

Indicative Syllabus Content

No.	Content	% Alloc	Detail
1	Purchasing & Supply Management.	15	The purchasing function's contribution to profitability. Relationship between the purchasing function and other functional areas. The evolution of supply chain management concept. Classification of purchasing, materials management, and supply chain management. Classification of products and suppliers.
2	Purchasing procedures and E purchasing.	20	Steps involved in the purchasing procedure from recognition through final payment and evaluation. Examination of the role of E-Commerce in the procurement process. Study of the relationship between the purchasing function and inventory, ordering and transportation.
3	Lean Purchasing.	10	Characteristics of Just-in-Time scheduling and purchasing.
4	Supplier selection & evaluation.	40	The Strategic Sourcing Plan. Discovering Potential Suppliers. Evaluating Potential Suppliers. Selecting Suppliers. Bidding Versus Negotiation. Developing Suppliers.

No.	Content	% Alloc	Detail
5	Global Sourcing.	15	Benefits and costs of global sourcing. Exchange rates. Risks involved.

Assessment Strategies

No. Assessment Strategies

1 Module concepts will be assessed by written examination during and at the end of the semester.

Assessments

No.	Category	Method	Additional Information	% Alloc	Learning Outcomes
1	Continuous Assessment	Class Exam	Exam will include multiple choice questions, mathematical exercises and essay type questions.	30	1, 2
2	Final Exam (Scheduled)	Final Written Exam	Module concepts will be assessed by mathematical exercises and written examination at the end of the semester.	70	1, 2, 3, 4, 5

Reading List

No.	Type	Book Title	ISBN	Author(s)	Publisher	Year	Edition
1	Recommended	Purchasing & Supply Management	0071106308	Benton W C	Mc Graw Hill	2007	1
2	Recommended	Purchasing & Supply Chain Management	1844800245	Van Weele	Thomson	2005	4

Journals, Websites & Course Material

No.	Type	Description
1	Journal	International Purchasing and Supply
2	Website	Purchasinga2z.com

Award Title:	Bachelor of Arts (Honours)	TL_KINAB_B	AY 2010/2011
Area of Specialisation:	in Information Systems Management - Business Administration		
Effective From:	AY 2010/2011	Stage: 3	Semester: 5 Level: 08

Module Code/Title: RETL 71001 **Selling and Sales Management**

Credits: 5

Level: 07

Duration: 1 Semester

Department Assigned To: Business Studies

Total Contact Hours: 48

Directed Study Hours: 0

Independent Study Hours: 52

Total Hours: 100

Prerequisite Knowledge:

Module Description/Aims: The aim of this module is to equip the learner with the requisite skills for a successful career in the personal selling function and, with the addition of practical experience, to progress into sales management

Contact Hours

No.	Contact Type	Hours	Frequency	Additional Information
1	Lecture	2	Per Week	
2	Practical/Workshop	1	Per Week	
3	Tutorial	1	Per Week	

Learning Outcomes - On successful completion of the module the learner will be able to:

No. Learning Outcomes

- 1 Critically assess the role of personal selling in society and in the business
- 2 Examine consumer and organisational buying behaviour and be in a position to utilise it in developing sales strategies
- 3 Prepare a selling plan and complete each step of the selling process
- 4 Develop and deliver an effective oral or written sales presentation
- 5 Manage the sales function

Teaching & Learning Strategies

No. Teaching & Learning Strategies

Indicative Syllabus Content

No.	Content	% Alloc	Detail
1	The Nature and Role of Personal Selling	10	Marketing; the role of selling in: marketing; the business, society and the economy; attributes of personal sellers; classifications of selling jobs; functions of salespeople
2	Consumer and Organisational Buying Behaviour	10	The objects, objectives, organisation and operations of the consumer market. The content, structure, and process of the organisational market
3	The Selling Process	20	Prospecting, qualifying, establishing needs, making appointments, the presentation, the communications models, the demonstration, handling objections, closing the sale, follow-up
4	Negotiations	5	Setting parameters; understanding relative power, maximum, minimum and optimum requirements; win-lose Versus win-win
5	Situational Selling	5	Major Account Management; selling against competition; retail selling; telesales; industrial selling; international selling; trade show selling
6	Written Sales Communications	5	Written proposals; sales letters; sales bulletins; sales manuals
7	Managing The SIS	5	Call reports; sales records/analyses; competitor and customer intelligence; measuring sales potential; sales forecasting.
8	The Regulatory Environment	5	The law; guarantees and warranties; litigation and arbitration; ethics
9	Self Management	15	Time management; managing expenses; handling rejection; self-motivation; the Pareto principle; customer files, territory management; routing
10	Sales Management	20	Organising the sales force; recruiting and selecting; allocating territories; remuneration; motivation; quotas; training; evaluating performance.

Assessment Strategies

No. Assessment Strategies

- 1 The learning outcomes of this module will be assessed by means of an individual practical project and an end of semester examination

Assessments

No.	Category	Method	Additional Information	% Alloc	Learning Outcomes
1	Continuous Assessment	Project - Individual	Each student will research a product, submit a written report and make an oral sales presentation to a would-be customer. The student will also present a written self-evaluation of the sales presentation. With the co-operation of local retailers the sales presentation will be made in a real-life situation.	50	3, 4
2	Final Exam (Scheduled)	Final Written Exam		50	1, 2, 3, 4, 5

Reading List

No.	Type	Book Title	ISBN	Author(s)	Publisher	Year	Edition
1	Essential	Selling and Sales Management	0273695797	David Jobber and Geoff Lancaster	Prentice Hall	2006	7th
2	Recommended	Fundamentals of selling: Customers for life	0071123377	Charles futrell	McGraw Hill	2002	7th International
3	Recommended	Sales and Sales Management	184218010x	Jim Blythe	Blackhall	2000	

Journals, Websites & Course Material

No.	Type	Description
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Award Title:	Bachelor of Arts (Honours)	TL_KINAB_B	AY 2010/2011
Area of Specialisation:	in Information Systems Management - Business Administration		
Effective From:	AY 2010/2011	Stage: 3	Semester: 5 Level: 08

Module Code/Title:	IRSH 71000	Gaeilge 5
Credits:	5	
Level:	07	
Duration:	1 Semester	
Department Assigned To:	Business Informatics	
Total Contact Hours:	48	
Directed Study Hours:	24	
Independent Study Hours:	28	
Total Hours:	100	
Prerequisite Knowledge:	Gaeilge 4	

Module Description/Aims: Beidh sé mar príomhchuspóir ag an modúl seo go mbeidh ar chumas mac léinn riaradh go lán-inniúil ar a gcuid riachtanas cumarsáide i gcomhair agallamh agus iad ag iarraidh poist a aimsiú.(Leibhéal B1.2 (F.T.C.E))

Contact Hours

No.	Contact Type	Hours	Frequency	Additional Information
1	Lecture	3	Per Week	Beidh seomra ranga oiriúnach ag teastáil
2	Practical/Workshop	1	Per Week	Beidh saotharlann oiriúnach ag teastáil

Learning Outcomes - On successful completion of the module the learner will be able to:

No. Learning Outcomes

- Teanga ghairmdhírthe a chur i bhfeidhm idir labhairt agus scríobh.
- Taighde/ fianaise a bhailiú, a chur in eagar, a chur i láthair, a mheasúnú agus a chur i bhfeidhm, go neamhspleách, chun cur le coincheap nó smaoiniamh.
- Eolas agus dearcadh a léiriú, a phlé agus a chosaint.
- Léirmheas agus anailís a chur i láthair i gcómhtheacs gairmiúil.
- Cruinneas foghraíochta agus gramadaí a léiriú agus cumarsáid ar siúl.

Teaching & Learning Strategies

No. Teaching & Learning Strategies

- Bainfear feidhm as straitéisí éagsúla chun na torthaí foghlama a chomhlíonadh: san áireamh beidh Nuacht TG4 ó Vifaz (NUIM), cláir theilifíse agus raidió, scannáin agus gearrscannáin, Foinse, asgus ailt ó nuachtáin agus irisí oiriúnacha, bróisiúir eolais agus leabhair oiriúnacha.

Cuirfidh aoí-léachtóirí ábhair oiriúnacha i láthair.

Úsáidfear na foclóirí thíosluaite, Fiontar ach go h-áirithe don mhodúl seo, agus suímh éagsúla idirlín, chun scileanna foclóra agus cruinneas teanga a fhorbairt.

Beifear ag súil go nglacfaidh na mic léinn páirt ghníomhach sa phróiseas foghlama, le ceisteanna a chur is a fhreagairt, tuairimí a phlé agus a mheasúnú, taighde a aimsiú agus a mheasúnú agus ábhar a chur i láthair ar chumhphointe agus a mheasúnú, ar bhileog bolscaireachta ar chláir raidió, mar chláir theilifíse nó suímh Idirlín

Indicative Syllabus Content

No.	Content	% Alloc	Detail
1	Teanga ghairmdhírthe	40	- Triail agallaimh i gcomhair poist - Sonrú jab a scrúdú agus eolas cuí a bhaint le húsáid i C.V. - C.V. a chruthú, litir oiriúnach a chur leis, foirm iarratais a líonadh - Ríomhphoist a scríobh a bhaineann le saol na h-oibre - Ríomhphoist a scríobh ag tabhairt cuireadh d'aoí léachtóirí teacht - Aoí-léachtóirí ag teacht ó chomhlachtaí oiriúnacha
2	Gnáth-theanga na cumarsáide	20	Na mórfheidhmeanna teanga -Cúrsaí reatha -An Nuacht -tg4 ó Vifax NUIM nó ón raidió -Soláthrú eolais agus fianaise -Ag léiriú dearcaidh

No.	Content	% Alloc	Detail
			-Nuachtáin -Irisleabhair -Suímh oiriúnacha idirlín -Cláir theilifíse -Cláir raidió
3	Structúr agus comhréir teanga	20	Aibítear, Úsáid foclóirí, Litriú, séimhiú, urú ,na briathra, an t-ainmfhocal, na tuisil, na réamhfhocail, na huimhreacha, an aidiacht, infhillleadh, cruinneas, aistriúchán.
4	Saibhreas Teanga	20	-Seanfhocail -Nathanna Cainte -Ceol -Scannáin agus gearrscannáin

Assessment Strategies

No. Assessment Strategies

- 1 Beidh C.V. agus litir iarratais nó foirm iarratais le cruthú mar thionscadal.
- 2 Beidh triail agallamh i gcomhair poist áirithe le déanamh.
- 3 Bainfear úsáid as scrúdú scríofa mar mheasúnú leanúnach sa rang chun cruinneas teanga a mheasúnú nó cluastuisicint. Braithfidh sé ar chumas an ghrúpa.
- 4 Repeat Assessment Strategy:
 - Tionscadal - athdhéanamh
 - Béaltriail - athdhéanamh
 - Scrúdú ranga - athdhéanamh

Assessments

No.	Category	Method	Additional Information	% Alloc	Learning Outcomes
1	Continuous Assessment	Project - Individual	C.V agus litir iarratais nó foirm iarratais a chruthú.	40	1, 2, 5
2	Continuous Assessment	Oral Examination	Triail agallamh le haghaidh poist	30	1, 2, 3, 4, 5
3	Continuous Assessment	Class Exam	Scrúdú scríofa nó cluastuisicint	30	1, 4, 5

Reading List

No.	Type	Book Title	ISBN	Author(s)	Publisher	Year	Edition
1	Essential	Foclóir Gaeilge -Béarla	1857910478	Níl aon údar ar leith luaite	An Gum	2006	
2	Essential	Foclóir Gaeilge -Béarla	1857910370	Niall Ó Dónaill	An Gúm	2005	
3	Essential	English -Irish Dictionary	1857910353	Tomás De Bhaldraithe	An Gúm	2006	
4	Essential	Foclóir Fiontar	1872327421	Donla Uí Bhraonáin, Eagarthóir	Fiontar DCU	2004	
5	Essential	Leabhar Gramadaí Gaeilge	1902420489	Nollaig Mac Congáil	Cló Iar Chonnachta	2007	
6	Recommended	Cruinnscriobh na Gaeilge	1901176657	Ciaran Mac Murchaidh	Cois Life	2006	
7	Recommended	Téarmaí Teilifíse agus Raidió	1857912098	-	An Gúm	1996	
8	Recommended	Foclóir Staidéir Ghnó	122131448x	Bearnard Ó Dubhthaigh	An Gúm	1996	
9	Recommended	Foclóir Ríomhaireachta is Teicneolaíochta Faisnéise	185791516X	-	An Gúm	2004	
10	Recommended	Cuir Gaeilge Air	1901176223	Antain Mac Lochlainn	Cois Life	2000	
11	Recommended	Speaking Irish, An Ghaeilge Bheo	9780071475631	Siuán Ní Mhaonaigh, Antain Mac Lochlainn	McGraw Hill	2008	

Journals, Websites & Course Material

No.	Type	Description
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No.	Type	Description
1	Website	www.beo.ie www.gaeilge.ie www.achmhainn.ie www.aimsigh.ie www.focal.ie www.cruinneog.com www.foinse.ie www.rnl106.com www.rte.ie www.tg4.ie
2	Course Material	Foinse - An Nuachtán seachtainiúl. Ailt ó nuachtáin agus irisí éagsúla

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Area of Specialisation:	in Information Systems Management - Business Administration		
Effective From:	AY 2010/2011	Stage: 3	Semester: 5 Level: 08

Module Code/Title: FREN 71000 **French and Contemporary Society**

Credits: 5

Level: 07

Duration: 1 Semester

Department Assigned To: Humanities

Total Contact Hours: 36

Directed Study Hours: 28

Independent Study Hours: 36

Total Hours: 100

Prerequisite Knowledge: Module 3 or 4 or equivalent.

Module Description/Aims: This module is designed to enhance the students' written and oral communicative competence in the language, with a focus on contemporary society. It is envisaged that students will be operating at a level of language proficiency corresponding to the B1 (threshold) level as specified in the Common European Framework of reference for languages.

Contact Hours

No.	Contact Type	Hours	Frequency	Additional Information
1	Lecture	2	Per Week	Regular classroom required: maximum student numbers: 25.
2	Practical/Workshop	1	Per Week	This practical will be held in a computer-based language laboratory. Maximum student numbers:16.

Learning Outcomes - On successful completion of the module the learner will be able to:

No. Learning Outcomes

- Interact with reasonable ease in less predictable contexts.
- Independently source and analyse information.
- Analyse and compare written texts on cultural and social topics.
- Engage in guided discussion of cultural and social topics.
- Understand a range of aural material on contemporary topics.
- Present material on an aspect of French society.

Teaching & Learning Strategies

No. Teaching & Learning Strategies

Indicative Syllabus Content

No.	Content	% Alloc	Detail
1	General communication	40	*Engaging in sustained interaction and discussion. *Expressing opinions, points of view. *Speculating about possible events and outcomes. *Formulating an argument. *Extracting information from and commenting upon information from authentic and quasi-authentic texts. *Course-specific content where appropriate.
2	Language structures	20	* Compound tenses. * Direct and indirect object pronouns. *Y and en.
3	Key trends in contemporary society.	20	* Charles de Gaulle and the 5th Republic. * The events of May 1968. * Changes in French society after May 1968. * Women in contemporary French society. * The family in contemporary French society.
4	Current issues	20	*Topical, up-to-date news items

Assessment Strategies

No. Assessment Strategies

- 1 The four language skills will be examined using written, oral and aural assessment methods in continuous assessment and final exam.

Assessments

No.	Category	Method	Additional Information	% Alloc	Learning Outcomes
1	Continuous Assessment	Presentation	Students will prepare and deliver an in-class presentation on a topic relevant to contemporary French society.	20	1, 2, 3, 4, 6
2	Final Exam (Other)	Aural Examination		20	5
3	Final Exam (Scheduled)	Final Written Exam		60	3, 4

Reading List

No.	Type	Book Title	ISBN	Author(s)	Publisher	Year	Edition
1	Essential	Tempo 2: Méthode de français	2278044273	Bérard, E et al.	Didier	1997	
2	Recommended	Tempo 2: Cahier d'exercices	2278044281	Bérard, E et al	Didier	2004	
3	Recommended	Comment vivent les Français	2235053285	Mermet, G	Larousse	2003	
4	Recommended	French cultural studies: an introduction	0198715013	Forbes, J; Kelly, M. (eds)	Oxford University Press	1995	
5	Recommended	Personnages	0618267077	Oates, M; and Dubois, J;	Houghton Mifflin	2002	
6	Recommended	Delf B1: 200 activités avec livret de corrigés (1 cd audio)	2090352302	Bloomfield, A; Beya, AM	Fernand Nathan	2006	
7	Recommended	Panorama 2: Méthode de français.	2090334681	Girardet, J; et al	Clé International	2004	
8	Recommended	French Grammar in Context: Analysis and practice	0340807601	Jubb, M; and Rouxeville, A	Hodder Arnold	2003	2nd.

Journals, Websites & Course Material

No.	Type	Description
1	Journal	Etincelle: Magazine, matériel audio et exercices pour niveau intermédiaire
2	Website	www.bbc.co.uk/languages
3	Website	www.bonjourdefrance.com
4	Website	www.elysee.fr
5	Website	www.globegate.utm.edu/french/globegate_mirror/gramm.html
6	Website	www.cortland.edu/flteach/civ
7	Website	www.presseradiotv.com
8	Website	www.premier-ministre.gouv.fr
9	Website	www.quia.com/dir/french

Award Title: Bachelor of Arts (Honours) TL_KINAB_B AY 2010/2011

Area of Specialisation: in Information Systems Management - Business Administration

Effective From: AY 2010/2011 **Stage:** 3 **Semester:** 5 **Level:** 08

Module Code/Title: GERM 71000 **German and Contemporary Society**

Credits: 5

Level: 07

Duration: 1 Semester

Department Assigned To: Humanities

Total Contact Hours: 36

Directed Study Hours: 28

Independent Study Hours: 36

Total Hours: 100

Prerequisite Knowledge: German 3 or German 4 or equivalent

Module Description/Aims: This module is designed to enhance the students' oral and written communicative competence in German, with a focus on contemporary society. It is envisaged that students will be operating at a level of language proficiency corresponding to the B1 (threshold) level as specified in the Common European Framework of Reference for Languages.

Contact Hours

No.	Contact Type	Hours	Frequency	Additional Information
1	Lecture	2	Per Week	Regular classroom required (max. 25 students)
2	Practical/Workshop	1	Per Week	Language laboratory (max. 16 students)

Learning Outcomes - On successful completion of the module the learner will be able to:

No. Learning Outcomes

- 1 Interact with reasonable ease in less predictable contexts.
- 2 Independently source and analyse information.
- 3 Analyse and compare written texts on cultural and social topics.
- 4 Engage in guided discussion of cultural and social topics.
- 5 Understand a range of aural material on contemporary topics.
- 6 Present material on an aspect of German society.

Teaching & Learning Strategies

No. Teaching & Learning Strategies

Indicative Syllabus Content

No.	Content	% Alloc	Detail
1	General Communication	40	* Engaging in sustained interaction and discussion * Expressing opinions, points of view * Speculating about possible events and outcomes * Formulating an argument * Extracting information from and commenting upon information from authentic and quasi-authentic texts * Course-specific content where appropriate
2	Language Structures	20	* Dative case, verbs with dative * Accusative and dative pronouns * Demonstrative pronouns * Co-ordinating conjunctions * Sub-ordinating conjunctions * The imperfect
3	Key Trends in Contemporary Society	20	* The modern German family * Travel * Tourism * Immigration * Germany after Reunification
4	Current Issues	20	* Topical, up-to-date news items

Assessment Strategies

No. Assessment Strategies

- 1 The four language skills will be examined using written, aural and oral assessment methods in continuous assessment and final exam.
- 2 Final Exam (Other) must be attempted.

Assessments

No.	Category	Method	Additional Information	% Alloc	Learning Outcomes
1	Continuous Assessment	Presentation	Students will prepare and deliver an in-class presentation on a topic relevant to contemporary German society.	20	1, 2, 3, 4, 6
2	Final Exam (Other)	Aural Examination	Final Exam (Other) must be attempted.	20	5
3	Final Exam (Scheduled)	Final Written Exam		60	3, 4

Reading List

No.	Type	Book Title	ISBN	Author(s)	Publisher	Year	Edition
1	Essential	Schritte International 3: Kursbuch und Arbeitsbuch (mit CD)	3190018537	Hilpert, S. u.a.	Hueber Verlag	2006	
2	Essential	The Concise Oxford-Duden German Dictionary	0198601336	Clark, M. & Thyen, O. (Eds.)	Oxford University Press	1997	
3	Recommended	Cambridge Companion to Modern German Culture	0198715013	Kolinsky, E. and van der Will, W. (eds)	Cambridge University Press	1998	
4	Recommended	German Cultural Studies: An Introduction	019871503x	Burns, R.	Oxford University Press	1995	
5	Recommended	Themen 2 Aktuell: Kursbuch und Arbeitsbuch Lektion 1-5	3191816919	Aufderstraβe u.a.	Max Hueber Verlag	2003	

Journals, Websites & Course Material

No.	Type	Description
1	Website	www.bbc.co.uk/languages/german
2	Website	www.hueber.de/schritte-international
3	Website	www.deutsch-lernen.com
4	Website	www.learn-german-links.net
5	Website	www.daf-portal.de
6	Website	www.webgerman.com
7	Website	www.themen.de
8	Website	www.dw-world.de
9	Website	www.welt.de
10	Website	www.dict.leo.org
11	Journal	Katapult: authentische Lese- und Hörtexte mit Űbungen

Award Title:	Bachelor of Arts (Honours)	TL_KINAB_B	AY 2010/2011
Area of Specialisation:	in Information Systems Management - Business Administration		
Effective From:	AY 2010/2011	Stage: 3	Semester: 5 Level: 08

Module Code/Title: SPAN 71000 **Spanish and Contemporary Society**

Credits: 5

Level: 07

Duration: 1 Semester

Department Assigned To: Humanities

Total Contact Hours: 36

Directed Study Hours: 28

Independent Study Hours: 36

Total Hours: 100

Prerequisite Knowledge: Spanish 3 OR Spanish 4, or equivalent

Module Description/Aims: This module is designed to enhance the students' oral and written communicative competence in Spanish, with a focus on contemporary society. It is envisaged that students will be operating at a level of language proficiency corresponding to the B1 (Threshold) level as outlined in the Common European Framework of Reference for Languages.

Contact Hours

No.	Contact Type	Hours	Frequency	Additional Information
1	Lecture	2	Per Week	Regular classroom required. Max 25 students.
2	Practical/Workshop	1	Per Week	Language Laboratory. Max. 20 students.

Learning Outcomes - On successful completion of the module the learner will be able to:

No. Learning Outcomes

- Interact with reasonable ease in less predictable contexts.
- Independently source and analyse information.
- Analyse and compare written texts on cultural and social topics.
- Engage in guided oral or written discussion on cultural and social topics.
- Understand a range of aural material on contemporary topics.
- Present material on an aspect of Spanish or Hispanic culture.

Teaching & Learning Strategies

No. Teaching & Learning Strategies

Indicative Syllabus Content

No.	Content	% Alloc	Detail
1	General Communication	40	* Engaging in sustained interaction and discussion * Expressing and interpreting opinions and points of view * Recounting incidents and outlining storylines * Speculating about possible events and outcomes * Formulating and presenting basic argument * Extracting information from and commenting upon information from authentic and quasi-authentic texts (aural and written) * Course-specific content where appropriate
2	Language Structures	20	* Differentiating Imperfecto from Preterito * Use of "Hace" in time expressions (ago/for) * Conditional * Demonstrative adjectives and pronouns * Conjunctions
3	Key Issues and Trends in Contemporary Society	20	• Contemporary social issues Youth culture
4	Current Affairs	20	* Topical, up-to-date News items

Assessment Strategies

No. Assessment Strategies

No. Assessment Strategies

- 1 The four language skills will be examined using written, aural and oral assessments in continuous assessment and final exam.

Assessments

No.	Category	Method	Additional Information	% Alloc	Learning Outcomes
1	Continuous Assessment	Presentation	Students will prepare and deliver an in-class presentation on a topic relevant to contemporary Spanish society	20	1, 2, 4, 6
2	Final Exam (Scheduled)	Final Written Exam		60	3, 4
3	Final Exam (Other)	Aural Examination		20	5

Reading List

No.	Type	Book Title	ISBN	Author(s)	Publisher	Year	Edition
1	Essential	Spanish Concise Dictionary	9780060575786	Harpercollins	Harper Collins	2004	3rd
2	Essential	A Spanish Learning Grammar	034070568x	Munoz & Thacker	Arnold	2001	
3	Recommended	Collins Spanish Dictionary	0004701526	N/A	Harper Collins	2000	
4	Recommended	Ghosts of Spain	057122167x	Tremlett, G	Faber	2006	

Journals, Websites & Course Material

No.	Type	Description
1	Course Material	La Cometa (magazine). Garrido (ed.), Published by Authentik ISSN 1393 063X
2	Website	www.bbc.co.uk/languages
3	Website	www.institutocervantes.es

Award Title:	Bachelor of Arts (Honours)	TL_KINAB_B	AY 2010/2011
Area of Specialisation:	in Information Systems Management - Business Administration		
Effective From:	AY 2010/2011	Stage: 3	Semester: 5 Level: 08

Module Code/Title: ENGL 71000 **English 5**

Credits: 5

Level: 07

Duration: 1 Semester

Department Assigned To: Humanities

Total Contact Hours: 36

Directed Study Hours: 28

Independent Study Hours: 36

Total Hours: 100

Prerequisite Knowledge: English 4 or CEF level B1+ or equivalent

Module Description/Aims: The aim of this module is to bring students to a level of competence in the English language which enables them to communicate with increasing confidence, leading to more natural self-expression than heretofore. Students will be able to communicate in a wide variety of situations, operating at a level approaching B2 on the CEF scale across the four skills.

Contact Hours

No.	Contact Type	Hours	Frequency	Additional Information
1	Practical/Workshop	2	Per Week	Regular classroom required - 12-15 students
2	Practical/Workshop	1	Per Week	Language Laboratory - Max. 24 students

Learning Outcomes - On successful completion of the module the learner will be able to:

No. Learning Outcomes

- 1 Converse fluently and understand other speakers, even in a noisy environment.
- 2 Construct and sustain arguments related to his/her field of personal or professional interest.
- 3 Speculate about causes, consequences and hypothetical situations.
- 4 Understand details of reasonably familiar broadcast material delivered in standard dialect.
- 5 Notice and correct errors while speaking or writing.
- 6 Pronunciation: Consolidation of stress, linking and intonation.

Teaching & Learning Strategies

No. Teaching & Learning Strategies

Indicative Syllabus Content

No.	Content	% Alloc	Detail
1	Use of auxiliaries to develop conversation	10	
2	Narrative techniques	10	
3	Expressing and discussing emotions	10	
4	Interpreting graphs, tables, charts etc.	10	
5	(Irish) cultural topics and current issues	20	
6	Pronunciation: Stress, linking and intonation	20	
7	Developing an argument	10	
8	Level-appropriate grammatical structures	10	

Assessment Strategies

No. Assessment Strategies

No. Assessment Strategies

- 1 Students' progress in the acquisition of the four skills will be assessed by written, oral and aural exams during term time and/or in the final exam.
- 2 Students will monitor their own progress by compiling a language log which will document interactions and observations they make in their immediate linguistic environment. Students will be encouraged to share their experiences in class with fellow learners. This may form part of the CA marks.

Assessments

No.	Category	Method	Additional Information	% Alloc	Learning Outcomes
1	Continuous Assessment	Class Exam		20	2, 3, 4
2	Final Exam (Other)	Aural Examination		20	4
3	Final Exam (Other)	Oral Examination		20	1, 2, 3, 5, 6
4	Final Exam (Scheduled)	Final Written Exam		40	2, 3

Reading List

No.	Type	Book Title	ISBN	Author(s)	Publisher	Year	Edition
1	Essential	New Cutting Edge Intermediate	0582825172	Cunningham, S., Moor, P.	Pearson Education	2005	3rd
2	Recommended	Market Leader Intermediate	0582838096	Cotton, D, Falvey, D., Kent, S.	Pearson Education	2005	6th
3	Recommended	Just Reading and Writing Intermediate	0462007111	Harmer, J. & Lethaby, C.	Marshall Cavendish	2004	
4	Recommended	Just Listening and Speaking	0402007146	Harmer, J. & Lethaby, C.	Marshall Cavendish	2004	
5	Recommended	Practical English Usage	019431197x	Swan, M.	OUP	1995	14th
6	Recommended	FCE Gold Plus	1405876786	Wilson, J., Acklam R., Newbrook, J.	Pearson Education	2008	
7	Recommended	Achieve IELTS Intermediate-Upper Intermediate	0462007472	Harrison, L., Cushen, C.	Marshall Cavendish	2005	

Journals, Websites & Course Material

No.	Type	Description
1	Website	www.longmanpearson.com/newcuttingedge/intermediate
2	Website	www.esl-lab.com
3	Website	http://itesl.org/links/ESL/Writing/
4	Website	www.breakingnewsenglish.com/
5	Website	www.Ireland.com
6	Website	www.examenglish.com

Award Title:	Bachelor of Arts (Honours)	TL_KINAB_B	AY 2010/2011
Area of Specialisation:	in Information Systems Management - Business Administration		
Effective From:	AY 2010/2011	Stage: 3	Semester: 5 Level: 08

Module Code/Title:	PSYC 71004 Introduction to Psychology
Credits:	5
Level:	07
Duration:	1 Semester
Department Assigned To:	Humanities
Total Contact Hours:	36
Directed Study Hours:	14
Independent Study Hours:	50
Total Hours:	100
Prerequisite Knowledge:	None

Module Description/Aims: The module is intended as a general introduction to psychology for students with no previous familiarity with the subject. The course will furnish a research-based insight into thinking, learning, human psychological differences, social development and interpersonal influences on attitudes and behaviour.

Contact Hours

No.	Contact Type	Hours	Frequency	Additional Information
1	Lecture	36	Per Module	

Learning Outcomes - On successful completion of the module the learner will be able to:

No. Learning Outcomes

- 1 Distinguish scientific psychological knowledge from subjective experience
- 2 Explain the manner in which humans process information and learn from experience
- 3 Explain the impact of developmental and interpersonal factors on human behaviour.
- 4 Describe the origins, measurement and consequences of individual psychological differences.

Teaching & Learning Strategies

No. Teaching & Learning Strategies

Indicative Syllabus Content

No.	Content	% Alloc	Detail
1	What is psychology; what is the nature of psychological research?	10	<ul style="list-style-type: none"> • Overview of the scientific method • The research process: observation - theory - hypothesis - testing • Research designs: Observational, Correlational, Experimental
2	Human information processing	20	<ul style="list-style-type: none"> • Sensation & Perception: distinction between; perceptual selection and organisation; categorisation • Memory: unconscious memory processes; working (short term) memory; long term memory
3	Learning	15	<ul style="list-style-type: none"> • Associational: Classical and Operant Conditioning • Social Learning: Role models and influencing factors • Cognitive: Memory and understanding
4	Individual differences	15	<ul style="list-style-type: none"> • Personality: Theories and Measurement • Intelligence: Meaning, Measurement, Life Consequences • Influences: Nature and Nurture
5	Social development	20	<ul style="list-style-type: none"> • Attachment • Parenting • Self-concept and Self-esteem • Relationship development: Empathy and Pro-social behaviour
6	Interpersonal influences.	20	<ul style="list-style-type: none"> • Social perception: perceptual processes; errors and biases • Attitudes: nature, origins and effects • Conformity: evidence, origins and effects • Compliance: evidence, origins and effects

Assessment Strategies

No. Assessment Strategies

No. Assessment Strategies

1 This module will be assessed by a in-class CA and a terminal examination.

Assessments

No.	Category	Method	Additional Information	% Alloc	Learning Outcomes
1	Continuous Assessment	Class Exam	Short-answer paper	30	1, 2
2	Final Exam (Scheduled)	Final Written Exam	Combination of short-answer and essay format questions.	70	1, 2, 3, 4

Reading List

No.	Type	Book Title	ISBN	Author(s)	Publisher	Year	Edition
1	Recommended	Social Research: Issues, Methods and Processes	0335206123	May, T	Open University Press	2001	
2	Recommended	An Introduction to Behavioural Science	0717131270	O'Grady, M	Gill and Macmillan	2001	
3	Recommended	Developmental Psychology and You	0631233903	Berryman, J.C. et al	Blackwell	2002	
4	Recommended	The Personality Puzzle	039397541X	Funder, D.C.	W.W. Norton	2001	
5	Recommended	Sense and Nonsense About IQ	0275939111	Locurto, C.M.	Praeger	1991	
6	Essential	Psychology, An International Perspective	1841693618	Eysenck, M.W.	Psychology Press	2004	
7	Recommended	Social Psychology	0132334879	Aronson, E. et al	Pearson: Prentice Hall	2007	
8	Recommended	Hilgard's Introduction to Psychology	015508044X	Atkinson, R.L. et al	Harcourt College Publishers	2000	

Journals, Websites & Course Material

No.	Type	Description
1	Website	http://www.apa.org/topics/ Website of the American Psychological Association - Topics of Interest
2	Website	http://www.learner.org/resources/series138.html A series of free view on-line videos introducing a wide variety of topics in Psychology. Need to register on line (free) with the US providers before viewing.
3	Website	http://www.socialpsychology.org The Social Psychology Network: a website covering an extensive list of topics in social psychology and with links to other important websites on social psychology.
4	Website	http://webpace.ship.edu/cgboer/perscontents.html Website on personality theories by Dr. C. George Boeree, Psychology Department, Shippensburg University with links to other websites dealing with personality
5	Website	http://www.vanguard.edu/faculty/ddegelman/amoebaweb/ Amoeba Web is a website dealing with all area of psychology and is maintained by Douglas Degelman, Ph.D. Professor of Psychology at Vanguard University of Southern California.

Award Title: Bachelor of Arts (Honours) TL_KINAB_B AY 2010/2011

Area of Specialisation: in Information Systems Management - Business Administration

Effective From: AY 2010/2011 **Stage:** 3 **Semester:** 5 **Level:** 08

Module Code/Title: FREN 71003 **French**

Credits: 5

Level: 07

Duration: 1 Semester

Department Assigned To: Humanities

Total Contact Hours: 36

Directed Study Hours: 0

Independent Study Hours: 64

Total Hours: 100

Prerequisite Knowledge: Level 6 French EBM or equivalent.

Module Description/Aims: This EBM will appeal to students from any discipline who wish to broaden their horizons when travelling, and to make contacts in countries where French is spoken. It offers students the possibility of breaking the ice in any potential professional environment in the future where contact with native speakers arises.

The module aims to enable students to establish a social rapport with locals while on a visit to a France, and to approach a range of situations confidently in the target language.

Contact Hours

No.	Contact Type	Hours	Frequency	Additional Information
1	Practical/Workshop	1	Per Week	Groups should not exceed 25
2	Tutorial	2	Per Week	Groups should not exceed 25

Learning Outcomes - On successful completion of the module the learner will be able to:

No. Learning Outcomes

- 1 Engage with local French speakers on a personal level and establish a social rapport with them.
- 2 Demonstrate knowledge of customs and traditions in countries where the target language is spoken.
- 3 Exchange comprehensive practical information in face-to-face contexts, online and from written material, relating to a wide range of services and facilities in French-speaking countries, and seek to avail of these services independently and with confidence.
- 4 Manage oneself confidently and independently using French.

Teaching & Learning Strategies

No. Teaching & Learning Strategies

Indicative Syllabus Content

No.	Content	% Alloc	Detail
1	General communication	30	Exchanging personal information relating to family, occupation, home country, interests, likes and dislikes. Dealing with personal issues in French; e.g. visiting the doctor, dentist etc.
2	Customs and traditions.	30	Researching information relating to national and regional customs and traditions in French-speaking countries. La Francophonie.
3	Practical situations.	30	Operating in a variety of practical contexts: Changing/postponing arrangements and appointments. Financial transactions. Dealing with emergencies or unexpected events.
4	Language structures	10	Adverbs: formation and position Position of two or more adjectives More irregular verbs in present tense Additional negatives Passé composé Prepositions

No. Content**% Alloc Detail**

The imperative
 Demonstratives
 Possessive adjectives

Assessment Strategies**No. Assessment Strategies**

- 1 Assessment will focus on oral/aural language proficiency and targeted research activities.
- 2 Repeat assessment strategy: project and oral.

Assessments

No.	Category	Method	Additional Information	% Alloc	Learning Outcomes
1	Continuous Assessment	Class Exam	Oral and/or aural exam.	30	1, 3, 4
2	Continuous Assessment	Project - Individual	Researching a topic relating to life/customs/culture in a French/speaking country.	30	2, 3, 4
3	Final Exam (Other)	Oral Examination	Conversation and/or roleplay.	40	1, 3, 4

Reading List

No.	Type	Book Title	ISBN	Author(s)	Publisher	Year	Edition
1	Essential	Tempo 1 Méthode de français: (livre de l'élève)	2278044230	Bérard, Evelyne	Didier Scolaire	2004	
2	Essential	Tempo 1: coffret 3 cassettes	2278044257	Bérard E	Didier Scolaire	2004	
3	Essential	Grammaire. Entraînez-vous Exercices I Niveau débutant	2190338400	C.Barnoud et E.Sirejols	Clé International	1991	
4	Recommended	La Francophonie.	276011922X	Michel Tétu	Hachette	1998	

Journals, Websites & Course Material

No.	Type	Description
1	Website	www.bbc.co.uk/languages/french
2	Website	www.culture.fr
3	Website	www.bonjourdefrance.com
4	Website	www.polarfle.com
5	Website	www.lepointdufle.net/vocabulaire.htm
6	Website	www.french-linguistics.co.uk
7	Website	www.diplomatie.gouv.fr
8	Website	www.coe.int/T/DG4/Portfolio/?L=E&M=/documents_intro_/commonframework.html

Award Title:	Bachelor of Arts (Honours)	TL_KINAB_B	AY 2010/2011
Area of Specialisation:	in Information Systems Management - Business Administration		
Effective From:	AY 2010/2011	Stage: 3	Semester: 5 Level: 08

Module Code/Title:	IRSH 71002	Gaeilge
Credits:	5	
Level:	07	
Duration:	1 Semester	
Department Assigned To:	Humanities	
Total Contact Hours:	36	
Directed Study Hours:	0	
Independent Study Hours:	64	
Total Hours:	100	
Prerequisite Knowledge:	None	

Module Description/Aims: This EBM will appeal to students from any discipline who wish to broaden their horizons and to make contacts with Irish language speakers. It offers students the possibility of breaking the ice in any potential professional environment in the future where contact with native speakers arises.

The module aims to enable students to establish a social rapport with locals while in an Irish language speech community (in Gaeltacht or outside it) and to approach a range of situations confidently in the target language.

Contact Hours

No.	Contact Type	Hours	Frequency	Additional Information
1	Tutorial	1	Per Week	
2	Lecture	1	Per Week	
3	Lecture	1	Per Week	

Learning Outcomes - *On successful completion of the module the learner will be able to:*

No. Learning Outcomes

- Engage with Irish language speakers on a personal level and establish a social rapport with them.
- Demonstrate knowledge of sociolinguistic context and culture of Irish
- Exchange comprehensive practical information in face-to-face contexts, online and from written material, relating to a wide range of services and facilities in Irish and seek to avail of these services independently and with confidence.
- Manage oneself confidently and independently using the target language

Teaching & Learning Strategies

No. Teaching & Learning Strategies

- Interactive delivery of content
- Multimedia presentation of course content, using video, audio, visual and online resources.
- Pair work, group work and role-play.
- Independent individual and group research activities

Indicative Syllabus Content

No.	Content	% Alloc	Detail
1	General communication	30	Exchanging personal information relating to family, occupation, home country, interests, likes and dislikes. oc
2	Customs and traditions	30	Researching information relating to the sociolinguistics of Irish.
3	Practical situations	30	Operating in a variety of practical contexts
4	Language structures	10	Using crucial language structures in context.

Assessment Strategies

No. Assessment Strategies

- 1 Assessment will focus on oral and aural language proficiency and targeted research activities.
- 2 Repeat assessment strategy: project and oral.

Assessments

No.	Category	Method	Additional Information	% Alloc	Learning Outcomes
1	Final Exam (Other)	Class Exam	Oral and/or aural exam 1,3, and 4	30	1
2	Continuous Assessment	Project - Individual	Researching a topic relating to life/customs/culture in a TL country.	30	1, 2, 3, 4
3	Final Exam (Other)	Oral Examination	Oral: conversation and/or role-play 40%	40	1

Reading List

No.	Type	Book Title	ISBN	Author(s)	Publisher	Year	Edition
1	Essential	Speaking Irish	9780071475	Siuán Ní Mhaoinigh	McGraw-Hill	2008	1

Journals, Websites & Course Material

No.	Type	Description
1	Website	www.beo.ie
2	Website	www.nosmag.com
3	Website	www.focal.ie
4	Website	http://www.nuim.ie/language/vifax/

Award Title:	Bachelor of Arts (Honours)	TL_KINAB_B	AY 2010/2011
Area of Specialisation:	in Information Systems Management - Business Administration		
Effective From:	AY 2010/2011	Stage: 3	Semester: 5 Level: 08

Module Code/Title: EVMG 71000 **Event Management**

Credits: 5

Level: 07

Duration: 1 Semester

Department Assigned To: Hotel, Catering & Tourism

Total Contact Hours: 36

Directed Study Hours: 24

Independent Study Hours: 40

Total Hours: 100

Prerequisite Knowledge:

Module Description/Aims: To provide students with the practical knowledge, innovation and creativity to plan, organise and manage events. The module encompasses theory, methods and practical applications.

Contact Hours

No.	Contact Type	Hours	Frequency	Additional Information
1	Lecture	36	Per Module	

Learning Outcomes - On successful completion of the module the learner will be able to:

No. Learning Outcomes

- 1 Demonstrate an awareness of the structure, theme and significance of events in a particular context.
- 2 Identify and conceptualise the critical success for events.
- 3 Analyse contemporary trends and development in event management.
- 4 Develop, manage and implement all stages of an event.
- 5 Design and implement a marketing plan for an event
- 6 Critically evaluate the success of an event.

Teaching & Learning Strategies

No. Teaching & Learning Strategies

Indicative Syllabus Content

No.	Content	% Alloc	Detail
1	Overview	20	<ul style="list-style-type: none"> * Introduction to event management * Event themes and ideas * Impacts of events * Events as a tourist activity * Aims and objectives of events * Characteristics of successful events * Sources of advice and support
2	Management of Events	20	<ul style="list-style-type: none"> * Event acquisition and procurement * Application of management principles to events * Human resource management and events * Information technology and events * Finance management and events * Legal aspects of events
3	Marketing of Events	20	<ul style="list-style-type: none"> * Consumer behaviour towards events * Marketing research and planning for events * Securing sponsorship for events * Creating a marketing mix for an event * Service quality and customer care * Evaluation and reporting on events
4	Event Logistics and Staging	30	<ul style="list-style-type: none"> * Project management * Planning permission * Safety and security procedures * Insurance requirements * Risk and crisis management * Closedown of event

No.	Content	% Alloc	Detail
5	Conclusion	10	* Review of module

Assessment Strategies

No. Assessment Strategies

- Students will be expected to plan and execute a tourism related event (50%) to assess all learning outcomes.
- Students will undertake a formal 2 hour written exam (50%), which will be completed at the end of the semester to assess all learning outcomes.

Assessments

No.	Category	Method	Additional Information	% Alloc	Learning Outcomes
1	Continuous Assessment	Practical	Students will plan, organise and execute an actual event over the course of the module. This may include a tourism seminar, career workshop, charity event etc.	50	1, 4, 5, 6
2	Final Exam (Scheduled)	Final Written Exam	A formal 2 hour written exam will be completed at the end of the semester.	50	1, 2, 3, 6

Reading List

No.	Type	Book Title	ISBN	Author(s)	Publisher	Year	Edition
1	Essential	Festival & Special Event Management	047080470x	J. Allen et. al	Wiley	2005	3rd
2	Recommended	Successful Event Management	0826452191	Anton Shone w/B. Parry	Thomson Learning	2004	2nd
3	Recommended	Event Management & Event Tourism	188234510x	Donald Getz	Cognizant Communication	1997	1st
4	Recommended	Corporate Event Project Management	0471402400	William, O' Toole w/P. Mikolaitis	Wiley	2002	
5	Recommended	Festivals and Events Management: An International arts and culture perspective	075065872x	Ian Yeoman et. al	Butterworth Heinemann	2004	
6	Recommended	Event Risk Management and Safety	0471401684	Peter E. Tarlow	Wiley	2002	
7	Recommended	Event Management in Leisure & Tourism	0582357063	David Watt	Harlow Addison Wesley Longman	1998	

Journals, Websites & Course Material

No.	Type	Description
1	Journal	ITT Library Resources - Emerald fulltext, infotrac, ECCH
2	Website	www.aoifeonline.com
3	Website	www.europa.ie
4	Website	www.arts-sport-tourism.gov.ie
5	Website	www.sportireland.ie
6	Website	www.ihf.ie
7	Website	www.itic.ie
8	Website	www.failteireland.ie
9	Website	www.volunteeringireland.ie
10	Website	www.ovation.ie
11	Website	www.ico.ie
12	Website	www.crossborder.ie

Award Title:	Bachelor of Arts (Honours)	TL_KINAB_B	AY 2010/2011
Area of Specialisation:	in Information Systems Management - Business Administration		
Effective From:	AY 2010/2011	Stage: 3	Semester: 5 Level: 08

Module Code/Title: ENTR 71005 **Entrepreneurship**

Credits: 5

Level: 07

Duration: 1 Semester

Department Assigned To: Hotel, Catering & Tourism

Total Contact Hours: 36

Directed Study Hours: 24

Independent Study Hours: 40

Total Hours: 100

Prerequisite Knowledge:

Module Description/Aims: This module aims to initiate the process of setting up your own business. It will develop the students entrepreneurial skills as they relate to opportunity recognition and creative ideation in a start-up business. The module will focus on fostering an entrepreneurial attitude and motivation amongst students required to set up a business. Students will engage in the process of developing a business plan for their own idea. They will interact with and pitch their business idea to a panel of entrepreneurs on an ongoing basis throughout the module. These entrepreneurs will advise the students on 'Do's' and 'Don'ts' of your first start-up and relevant entrepreneurial skills.

Contact Hours

No.	Contact Type	Hours	Frequency	Additional Information
1	Practical/Workshop	3	Per Week	Room layout should facilitate group discussion and group work.

Learning Outcomes - On successful completion of the module the learner will be able to:

No. Learning Outcomes

- Express their own views and ideas, appreciate the view point of others and work co-operatively
- Make decisions, fulfil their objectives by planning and managing situation and risk
- Evaluate market potential
- Determine the appropriate selling and promotional tools
- Interpret and use financial information
- Formulate and pitch a business plan.

Teaching & Learning Strategies

No. Teaching & Learning Strategies

Indicative Syllabus Content

No.	Content	% Alloc	Detail
1	Entrepreneur Characteristics and Behaviour	5	<ul style="list-style-type: none"> Personality traits Entrepreneurial background Behavioural aspects of entrepreneurship Management approaches to entrepreneurship Entrepreneurship as a process Research trends in entrepreneurship
2	Contexts of Entrepreneurship	5	<ul style="list-style-type: none"> Intrapreneurship Women in entrepreneurship Ethnic entrepreneurship Social entrepreneurship Mediated entrepreneurship Public sector entrepreneurship International entrepreneurship

No.	Content	% Alloc	Detail
3	Business Model	20	<ul style="list-style-type: none"> • Framework for the business • Physical or Virtual business • Outsourcing • Customer profiling • Competitor scoring analysis
4	Brand and Market Development	20	<ul style="list-style-type: none"> • Building the team • Branding • The Logo and the image • Trademark compliance • Domain names and strategy • Return on Investment of the marketing strategy
5	Selling and Sales Strategy	20	<ul style="list-style-type: none"> • Costing sales • Sales cycle • Sales pipeline • Win/Loss analysis
6	Legal Issues	10	<ul style="list-style-type: none"> • Regulatory requirements for entrepreneurial businesses • Legal entities for entrepreneurial businesses • Intellectual property protection options
7	Financial Planning Skills	20	<ul style="list-style-type: none"> • Cashflow planning • Start-Up costs • Taxation • Raising the money • Risk Analysis • Financial Projections

Assessment Strategies

No. Assessment Strategies

- 1 Knowledge and comprehension of module concepts will be assessed by continuous assessment throughout the semester.

Assessments

No.	Category	Method	Additional Information	% Alloc	Learning Outcomes
1	Continuous Assessment	Project - Individual	Student will be required to produce a business plan including relevant financials.	60	3, 4, 5, 6
2	Continuous Assessment	Practical	Student will be required to pitch their business idea to a venture capitalist for funding.	30	1
3	Continuous Assessment	Problem-based Case Scenario	Student will analyse, interpret and present recommendations for a case study based on the market potential and organisation of the business.	10	2, 3

Reading List

No.	Type	Book Title	ISBN	Author(s)	Publisher	Year	Edition
1	Recommended	Entrepreneurship Made Simple	9780956043306	Jerry Kennelly & Jerry Clifford	Kilmacalogue	2008	First
2	Recommended	The Art of the Start	0012154618	Kawasaki, G.	McGraw-Hill	2007	
3	Recommended	Becoming a Master Manager	047136178x	Quinn, R.; Faerman, S.; Thompson, M.; & McGrath, M.	Wiley & Sons	2003	
4	Recommended	Recommended Irish Cases in Entrepreneurship	1842180878	Cooney, T.	Blackhall Publishing	2005	
5	Recommended	Principles of Organizational Behaviour	0717136701	Morley, M.; Moore, S.; Heraty, N.;	Gill & Macmillan	2004	

No.	Type	Book Title	ISBN	Author(s)	Publisher	Year	Edition
6	Recommended	Organisational Behaviour	0077098285	Linehan, M.; & MacCurtain, S. Buelens, M.; Kreitner, R. & Kinicki, A.	McGrawHill	2002	
7	Recommended	Launching New Ventures: An Entrepreneurial Approach	061821481X	Allen, K.	Houghton Mifflin Company	2003	
8	Recommended	Entrepreneurs Toolkit	0958239142	Burke, R.	Burke Publishing	2006	
9	Recommended	Selling & Sales Management	0273602950	Lancaster, G. & Jobber, D.	Pitman Publishing	2004	
10	Recommended	Personal Selling	0618260455	Anderson, R. & Dubinsky, A.	Houghton Mifflin Company	2004	

Journals, Websites & Course Material

No.	Type	Description
1	Course Material	Young Entrepreneur Bluesky DVD Learning Pack
2	Course Material	Ernst & Young Learning Pack DVDs
3	Website	www.youngentrepreneur.ie
4	Website	www.eoy.ie
5	Website	www.startingabusinessinireland.com
6	Website	www.nfte.com
7	Website	www.cso.ie
8	Website	www.enterpriseireland.com
9	Website	www.kerrycoco.ie

Award Title:	Bachelor of Arts (Honours)	TL_KINAB_B	AY 2010/2011
Area of Specialisation:	in Information Systems Management - Business Administration		
Effective From:	AY 2010/2011	Stage: 3	Semester: 5 Level: 08

Module Code/Title: TAXN 71002 **Personal Taxation**

Credits: 5

Level: 07

Duration: 1 Semester

Department Assigned To: Business Studies

Total Contact Hours: 48

Directed Study Hours: 0

Independent Study Hours: 52

Total Hours: 100

Prerequisite Knowledge: This is an Educational Broadening Module. It is assumed that the student has no in-depth knowledge of the subject prior to commencing the module.

Module Description/Aims: This module prepares the student for the various tax liabilities which they will face in their future careers, be it as an employee or an employer.

Contact Hours

No.	Contact Type	Hours	Frequency	Additional Information
1	Lecture	3	Per Week	
2	Practical/Workshop	1	Per Week	

Learning Outcomes - On successful completion of the module the learner will be able to:

No. Learning Outcomes

- 1 Prepare an income tax computation for the PAYE employee.
- 2 Assess tax credits, allowances and reliefs available to the employee.
- 3 Distinguish between the various classes of PRSI and its effect on remuneration.
- 4 Calculate Capital Gains Tax and Capital Acquisitions Tax liabilities for the individual.
- 5 Evaluate the income tax implications for the self-employed individual.
- 6 Inspect and navigate the Irish Revenue's on-line taxation service.

Teaching & Learning Strategies

No. Teaching & Learning Strategies

Indicative Syllabus Content

No.	Content	% Alloc	Detail
1	Income Tax Computation	40	Prepare an income tax computation for the PAYE employee.
2	Capital Gains Tax	15	Assess the CGT rules in operation and calculate a Capital Gains Tax liability.
3	Capital Acquisition Tax	15	Introduction to Gift Tax and Inheritance Tax.
4	Income tax Computation for Self employed individual	20	Preparation of Income tax computation for a self-employed individual.
5	Revenue on-line (ROS)	10	Introduction to the ROS website and management of taxation returns on the ROS system.

Assessment Strategies

No. Assessment Strategies

- 1 The assessments will include a combination of theoretical and practical questions which will examine the students knowledge of the taxation system and assess their ability to apply concepts to practical examples.

Assessments

No.	Category	Method	Additional Information	% Alloc	Learning Outcomes
1	Continuous Assessment	Assignment - In Class		30	1, 2, 3
2	Final Exam (Scheduled)	Final Written Exam		70	1, 2, 3, 4, 5, 6

Reading List

No.	Type	Book Title	ISBN	Author(s)	Publisher	Year	Edition
1	Essential	The Student's Tax Handbook 2007	0000000000	Tom Conlan	McKeon Murray Publications	2007	
2	Recommended	Taxation Summary 2008	0902565648	Joe Martyn & Paul Reck	Irish Taxation Institute	2008	

Journals, Websites & Course Material

No.	Type	Description
1	Website	www.revenue.ie

Award Title:	Bachelor of Arts (Honours)	TL_KINAB_B	AY 2010/2011
Area of Specialisation:	in Information Systems Management - Business Administration		
Effective From:	AY 2010/2011	Stage: 3	Semester: 6 Level: 08

Module Code/Title: INFO 71000 **Information Systems**

Credits: 5
Level: 07
Duration: 1 Semester

Department Assigned To: Business Informatics

Total Contact Hours: 48

Directed Study Hours: 0

Independent Study Hours: 52

Total Hours: 100

Prerequisite Knowledge:

Module Description/Aims: This module examines key areas in Information Systems Management including system development and outsourcing of IS/IT functions

Contact Hours

No.	Contact Type	Hours	Frequency	Additional Information
1	Lecture	2	Per Week	
2	Practical/Workshop	2	Per Week	

Learning Outcomes - On successful completion of the module the learner will be able to:

No. Learning Outcomes

- 1 analyse the development life cycle for a business system
- 2 evaluate the operation of the IS/IT function
- 3 produce ad-hoc and structured reports to meet managerial information requirements

Teaching & Learning Strategies

No. Teaching & Learning Strategies

Indicative Syllabus Content

No.	Content	% Alloc	Detail
1	The Information Systems Function	10	* Role of Information Systems * Information as a corporate asset * Information Resource Management
2	System Development Life Cycle	15	* Classic System Development Life Cycle * Prototyping * Other development approaches
3	Implementation Issues	10	* hardware/software * training * Maintenance
4	Outsourcing IS/IT function	15	
5	Providing Information for Decision-making	50	* Problem Solving with spreadsheets * Determining Effective Data Display with Charts * Applying Logic * Retrieving Data for Computations, Analysis & Reference * Organising Data for Effective Analysis * Data Tables, Scenarios What-If Analysis * Automation & User Interface

Assessment Strategies

No. Assessment Strategies

- 1 Knowledge and comprehension of module concepts will be assessed by written examination at the end of the semester. The comprehension will be further assessed in the lab-based examination and assignment.
- 2 Practical learning outcomes will be assessed in laboratory practice assessment and assignment.

Assessments

No.	Category	Method	Additional Information	% Alloc	Learning Outcomes
1	Final Exam (Scheduled)	Final Written Exam		50	1, 2
2	Continuous Assessment	Computer based - Individual		25	3
3	Continuous Assessment	Assignment - Out of Class		25	1, 3

Reading List

No.	Type	Book Title	ISBN	Author(s)	Publisher	Year	Edition
1	Recommended	Essentials of Business Information Systems	9780132277815	Laudon, J., Laudon, K.	Prentice Hall	2007	7
2	Recommended	Introduction to Information Systems	9780077240585	O' Brien, J., Marakas, G.	Mc Graw Hill	2008	14
3	Recommended	Succeeding in Business With Microsoft Office Excel 2007	9781423906056	Gross, D., Akaiwa, F.	Thomson learning	2007	

Journals, Websites & Course Material

No.	Type	Description
1	Course Material	Lecture notes, lab notes, in-house material
2	Journal	CIO
3	Journal	Computerscope

Award Title:	Bachelor of Arts (Honours)	TL_KINAB_B	AY 2010/2011
Area of Specialisation:	in Information Systems Management - Business Administration		
Effective From:	AY 2010/2011	Stage: 3	Semester: 6 Level: 08

Module Code/Title: MKTG 71003 **Marketing Research Project**
Credits: 5
Level: 07
Duration: 1 Semester
Department Assigned To: Business Studies
Total Contact Hours: 48
Directed Study Hours: 24
Independent Study Hours: 28
Total Hours: 100
Prerequisite Knowledge: Marketing Research

Module Description/Aims: This module aims to provide the student with a thorough understanding of the practice of marketing research and its role in effective business management through the management of a marketing research project on behalf of an organisation.

Contact Hours

No.	Contact Type	Hours	Frequency	Additional Information
1	Practical/Workshop	4	Per Week	Each student research team will meet with a research supervisor at least once per week to discuss progress, receive feedback on work completed to date and advice on the best approaches to take with regard to each of the stages of the marketing research process. For six-week modules, contact hours will be increased to 8 hours per week and the supervisor will meet students twice per week.

Learning Outcomes - On successful completion of the module the learner will be able to:

No. Learning Outcomes

- 1 devise, plan and execute a marketing research project
- 2 combine the use of specialist tools and techniques together with a solid conceptual understanding of appropriate research methodologies to collect and analyse marketing research information.
- 3 use a creative approach to a marketing research problem and draw independent conclusions based on a rigorous analytical and critical approach.
- 4 plan effectively in team and time management and be able to make decisions in a clear, cohesive manner
- 5 reason in a consistent and methodological manner and be able to construct well-structured project documentation, written in clear, concise language which communicates research findings effectively and coherently.
- 6 prepare an oral presentation to communicate research findings and be able to defend conclusions of marketing research in an oral presentation.

Teaching & Learning Strategies

No. Teaching & Learning Strategies

Indicative Syllabus Content

No.	Content	% Alloc	Detail
1	Research Project	100	The Marketing Research Project module requires students to apply practical research skills to a selected topic, demonstrate conceptual and critical thinking skills, present and justify the methodology, analysis and conclusions and to communicate the work in a formal document.

Assessment Strategies

No. Assessment Strategies

- 1 Students' ability to apply their knowledge of marketing research concepts and theory to a live research problem will be assessed by submission of a marketing research report.
- 2 Students' ability to present and defend the findings and conclusions of research in oral format will be assessed by a formal research presentation to the client and research supervisors.
- 3 Repeat Assessment Strategy – the student will be asked to submit an individual project report in response to a set research brief. This report will document the research methodology, research findings, conclusions and recommendations with regard to the research problem presented in the research brief. The student will also be required to make a presentation of the work to relevant academic staff.

Assessments

No.	Category	Method	Additional Information	% Alloc	Learning Outcomes
1	Final Exam (Other)	Project - Group	Final Report Submission to include sections as specified in the Student Guidelines Documentation.	70	1, 2, 3, 4, 5
2	Final Exam (Other)	Presentation	Final Presentation of Research Findings, Conclusions and Recommendations to research supervisors and client.	30	6

Reading List

No.	Type	Book Title	ISBN	Author(s)	Publisher	Year	Edition
1	Essential	Marketing Research in Ireland	9780717142002	Domegan, C., Fleming, D.	Gill and Macmillan	2007	3rd
2	Recommended	Marketing Research Essentials with SPSS	9780470169704	McDaniel, C., Gates, R.	Wiley	2010	7th
3	Recommended	Marketing Research	9780073404707	Hair, J. F., Bush, R. P., Ortinau, D. J.	McGraw Hill	2008	4th
4	Recommended	Marketing Research	9780618660636	Parasuraman, A., Grewal, D., Krishnan, R.	Houghton Mifflin	2007	2nd
5	Recommended	Marketing Research An Applied Orientation: Global Edition	9780136094234	Malhotra, N.	Pearson Education	2009	6th
6	Recommended	Qualitative, Quantitative and Mixed Method Approaches	9781412965569	Creswell, J. W.	Sage Publications	2009	3rd
7	Recommended	SPSS: Analysis Without Anguish Using SPSS Version 17.0 for Windows	9781742165462	Coakes, S. J.	Wiley	2010	
8	Recommended	PASW Statistics 17 Made Simple	9781848720268	Kinnear, P., Gray, C.	Psychology Press	2009	

Journals, Websites & Course Material

No.	Type	Description
1	Website	http://www.mii.ie/
2	Website	http://www.mrs.org.uk/
3	Website	http://www.esomar.org/
4	Website	http://www.cso.ie/
5	Journal	Marketing Intelligence & Planning
6	Journal	Qualitative Market Research: An International Journal
7	Journal	Qualitative Research in Organizations and Management: An International Journal
8	Journal	Journal of Marketing Research
9	Journal	International Journal of Research in Marketing
10	Journal	International Journal of Market Research
11	Course Material	Video on conducting focus groups (McDaniel and Gates, 2006).

Award Title:	Bachelor of Arts (Honours)	TL_KINAB_B	AY 2010/2011
Area of Specialisation:	in Information Systems Management - Business Administration		
Effective From:	AY 2010/2011	Stage: 3	Semester: 6 Level: 08

Module Code/Title: SWDV 71000 **Dynamic Websites**

Credits: 5

Level: 07

Duration: 1 Semester

Department Assigned To: Business Informatics

Total Contact Hours: 48

Directed Study Hours: 24

Independent Study Hours: 28

Total Hours: 100

Prerequisite Knowledge: Introductory courses in programming and databases are prerequisites for this course.

Module Description/Aims: Students learn how to create dynamic web pages. Major topics include database linkages and using audio and video streaming technologies in websites. Emphasis is placed upon development in a visual environment. Students use web development tools and design methods to implement applications that run on the Internet.

Contact Hours

No.	Contact Type	Hours	Frequency	Additional Information
1	Practical/Workshop	3	Per Week	
2	Tutorial	1	Per Week	

Learning Outcomes - On successful completion of the module the learner will be able to:

No. Learning Outcomes

- 1 Integrate databases with web sites.
- 2 Use audio and video streaming technologies in websites
- 3 Build dynamic web sites with the aid of an integrated development environment.

Teaching & Learning Strategies

No. Teaching & Learning Strategies

- 1 This module will be delivered using practical and tutorials.

Indicative Syllabus Content

No.	Content	% Alloc	Detail
1	Introduction to Interactive Websites	5	
2	Use of an integrated development environment.	10	
3	Database Driven Websites	45	* Database connectivity * Querying and filtering data * Inserting, deleting and modifying data * Data-Bound web controls * Binding to a data base at design and run time.
4	Master pages and Sitemaps	20	* Designing a site's structure * Providing Site Navigation features * Designing a site-wide template
5	Authenticating and Authorizing Users	10	
6	Use of Animation, Audio and Video streaming on Websites	10	

Assessment Strategies

No. Assessment Strategies

- 1 Knowledge and comprehension of module concepts will be assessed by practical assessments in the form of CA (in class examination) and individual project and at the end of the semester.

No. Assessment Strategies

2 Repeat Assessment Strategy - Final Exam (other) - project individual

Assessments

No.	Category	Method	Additional Information	% Alloc	Learning Outcomes
1	Continuous Assessment	Assignment - In Class		30	1, 3
2	Final Exam (Other)	Project - Individual		70	1, 2, 3

Reading List

No.	Type	Book Title	ISBN	Author(s)	Publisher	Year	Edition
1	Essential	Beginning ASP.NET 3.5: In C# and VB (Programmer to Programmer)	9780470187593	Imar Spaanjaars	Wrox	2008	
2	Recommended	Sams Teach Yourself ASP.NET 3.5 in 24 Hours	9780672329975	Scott Mitchell	Sams	2008	
3	Recommended	Build Your Own ASP.NET 3.5 Web Site Using C# & VB	9780980455212	Cristian Darie	SITEPOINT	2008	
4	Recommended	Professional Visual Studio 2005	0764584367	Andrew Parsons	Wrox	2006	

Journals, Websites & Course Material

No.	Type	Description
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Award Title:	Bachelor of Arts (Honours)	TL_KINAB_B	AY 2010/2011
Area of Specialisation:	in Information Systems Management - Business Administration		
Effective From:	AY 2010/2011	Stage: 3	Semester: 6 Level: 08

Module Code/Title: MGMT 71001 **Management Practice**
Credits: 5
Level: 07
Duration: 1 Semester
Department Assigned To: Business Studies
Total Contact Hours: 48
Directed Study Hours: 12
Independent Study Hours: 40
Total Hours: 100
Prerequisite Knowledge: None

Module Description/Aims: The aim of the module is to give the students the knowledge and understanding of management practices in different organisational types.

Contact Hours

No.	Contact Type	Hours	Frequency	Additional Information
1	Lecture	3	Per Week	
2	Tutorial	1	Per Week	

Learning Outcomes - On successful completion of the module the learner will be able to:

No. Learning Outcomes

- 1 Distinguish the alternative perspectives to organisation design
- 2 Examine leadership and motivational approaches
- 3 Appraise the complexities of managing teams
- 4 Manage time effectively
- 5 Evaluate production management processes
- 6 Design a business plan

Teaching & Learning Strategies

No. Teaching & Learning Strategies

- 1 Lectures on management practice in organisations
- 2 Class Group Discussion
- 3 Case study preparation and analysis
- 4 Examine, analyse and present modern management practices in different organisation types

Indicative Syllabus Content

No.	Content	% Alloc	Detail
1	Organisation	15	* Designing jobs * Departmentalisation * Reporting relationships * Delegation * Co-ordination * Influences on organisation design * Basic forms of organisational design
2	Leadership and Motivation	20	* Leadership theories * Power * Political behaviour * Nature of motivation * Motivation theories
3	Team Management	15	* Characteristics of groups * Interpersonal and inter-group conflict * Communication processes- formal/informal * Managing organisational communication and stress

No.	Content	% Alloc	Detail
4	Enterprise	20	* The role of entrepreneurship in society * Climate for enterprise in Ireland * Feasibility Study * Business Plan
5	Operations Management and Quality Control	20	* Managing productivity * Production planning and control * Importance of quality * Managing quality * TQM
6	Time Management	10	* Symptoms of poor time management * Time management techniques * Rules for managing time * Delegation

Assessment Strategies

No. Assessment Strategies

- The students will be assessed using a combination of class assessment and end of semester examination.

Assessments

No.	Category	Method	Additional Information	% Alloc	Learning Outcomes
1	Continuous Assessment	Class Exam		30	1, 2, 3
2	Final Exam (Scheduled)	Final Written Exam	2 hour exam	70	1, 2, 3, 4, 5, 6

Reading List

No.	Type	Book Title	ISBN	Author(s)	Publisher	Year	Edition
1	Essential	Modern Management- Theory and practice for Irish Students	9780717140305	Siobhan Tiernan, Michael Morley & Edel Foley	Gill & Macmillan	2006	3rd
2	Recommended Management		0131272721	Stephen P. Robbins, Mary Coulter	Prentice-Hall	2005	8th
3	Recommended Management		0618767959	Ricky W Griffin	Houghton Mifflin	2008	9th
4	Recommended	The Future of Management	1422102505	Gary Hamel	Prentice Hall	2007	1st

Journals, Websites & Course Material

No.	Type	Description
1	Journal	Harvard Business Review
2	Journal	Business Week
3	Journal	Management
4	Website	IMI

Award Title:	Bachelor of Arts (Honours)	TL_KINAB_B	AY 2010/2011
Area of Specialisation:	in Information Systems Management - Business Administration		
Effective From:	AY 2010/2011	Stage: 3	Semester: 6 Level: 08

Module Code/Title: LAWS 71004 **Applied Corporate Law**

Credits: 5

Level: 07

Duration: 1 Semester

Department Assigned To: Business Studies

Total Contact Hours: 48

Directed Study Hours: 24

Independent Study Hours: 28

Total Hours: 100

Prerequisite Knowledge:

Module Description/Aims: The purpose of this course is to create a heightened awareness of the pervasive impacts of law on business. The emphasis will be on the practical application of acquired knowledge. It is intended to create an awareness of areas where legal expertise may need to be sought.

Contact Hours

No.	Contact Type	Hours	Frequency	Additional Information
1	Lecture	48	Per Module	

Learning Outcomes - On successful completion of the module the learner will be able to:

No. Learning Outcomes

- To understand the framework in which law operates to understand the principles underlying Company Law
To understand how commercial, contract and other applicable law are relevant to the role of the professional accountant.

Teaching & Learning Strategies

No. Teaching & Learning Strategies

Indicative Syllabus Content

No.	Content	% Alloc	Detail
1	Law Fundamentals	10	
2	Company Law	50	
3	Commercial, contract and other applicable law	40	

Assessment Strategies

No. Assessment Strategies

- Knowledge and comprehension of module concepts will be assessed by written examination during and at the end of the semester.

Assessments

No.	Category	Method	Additional Information	% Alloc	Learning Outcomes
1	Final Exam (Scheduled)	Final Written Exam		70	1
2	Continuous Assessment	Assignment - In Class		30	1

Reading List

No.	Type	Book Title	ISBN	Author(s)	Publisher	Year	Edition
1	Recommended	Contract Law	1234567899	Paul Anthony mac Dermott	Firstlaw	2000	

Journals, Websites & Course Material

No.	Type	Description
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Award Title:	Bachelor of Arts (Honours)	TL_KINAB_B	AY 2010/2011
Area of Specialisation:	in Information Systems Management - Business Administration		
Effective From:	AY 2010/2011	Stage: 3	Semester: 6 Level: 08

Module Code/Title: PROC 71001 **Inventory Management**

Credits: 5

Level: 07

Duration: 1 Semester

Department Assigned To: Business Studies

Total Contact Hours: 36

Directed Study Hours: 0

Independent Study Hours: 64

Total Hours: 100

Prerequisite Knowledge:

Module Description/Aims: This module evaluates the importance of coordinated flows of inventory through supply chains and how inventory management contributes to customer service, efficiency and profitability.

Contact Hours

No.	Contact Type	Hours	Frequency	Additional Information
1	Lecture	2	Per Week	
2	Tutorial	1	Per Week	

Learning Outcomes - On successful completion of the module the learner will be able to:

No. Learning Outcomes

- 1 Examine the activities of materials management; the functions of inventory and the associated costs.
- 2 Differentiate between independent demand and dependent demand inventory management and perform the calculations required of junior managers working in inventory management.
- 3 Organize controls for stocks records, stock-taking and inventory valuation.
- 4 Appraise and conduct ABC (Pareto) analysis of stocks.
- 5 Evaluate the role of warehousing.

Teaching & Learning Strategies

No. Teaching & Learning Strategies

Indicative Syllabus Content

No.	Content	% Alloc	Detail
1	Inventory functions and costs	15	The activities of materials management; the functions of inventory and the associated costs
2	Independent inventory management	35	Calculation of the economic order quantity (EOQ) and reorder point (ROP) for a continuous review system and a periodic review system; calculation the target service level and safety stock levels; and determination of the best order quantity when volume discounts are available.
3	Dependant demand inventory management	20	Materials Requirements Planning (MRP), Distribution Requirements Planning and Just-in-Time calculations. Comparison of MRP with Just in Time systems.
4	Pareto analysis of inventories	10	Relevance ABC (Pareto) analysis of stocks. ABC calculations.
5	Administrative Controls of Inventories	15	Organizational controls for stocks records, stock-taking and inventory valuation. Investigation and correction of discrepancies.
6	Warehousing	5	The role of warehousing and associated costs.

Assessment Strategies

No. Assessment Strategies

- 1 Module concepts will be assessed by written examination and multiple choice tests during and at the end of the semester.
- 2 Module concepts will be tested through practical calculations/computer spreadsheet analysis, graphical presentation and what if analysis during and at the end of the semester.

Assessments

No.	Category	Method	Additional Information	% Alloc	Learning Outcomes
1	Continuous Assessment	Class Exam	Exam will include written exercises and multiple choice questions.	30	1, 2
2	Final Exam (Scheduled)	Final Written Exam	Traditional written essay type questions, some requiring mathematical analysis.	70	1, 2, 3, 4, 5

Reading List

No.	Type	Book Title	ISBN	Author(s)	Publisher	Year	Edition
1	Recommended	Inventory Control and Management	0470858761	Waters	Wiley	2003	2
2	Recommended	Purchasing and Supply management	0071106308	Benton W C	McGraw Hill	2007	1

Journals, Websites & Course Material

No.	Type	Description
1	Website	Purchasinga2z.com

Award Title:	Bachelor of Arts (Honours)	TL_KINAB_B	AY 2010/2011
Area of Specialisation:	in Information Systems Management - Business Administration		
Effective From:	AY 2010/2011	Stage: 3	Semester: 6 Level: 08

Module Code/Title:	IRSH 71001	Gaeilge 6
Credits:	5	
Level:	07	
Duration:	1 Semester	
Department Assigned To:	Business Informatics	
Total Contact Hours:	48	
Directed Study Hours:	24	
Independent Study Hours:	28	
Total Hours:	100	
Prerequisite Knowledge:	Gaeilge 5	

Module Description/Aims: Beidh sé mar príomhchuspóir ag an modúl seo go mbeidh ar chumas mac léinn riaradh go lán-inniúil ar a gcuid riachtanas cumarsáide le béim ar chúrsaí reatha. (Leibhéal B2 (F.T.C.E))

Contact Hours

No.	Contact Type	Hours	Frequency	Additional Information
1	Lecture	3	Per Week	Beidh seomra ranga oiriúnach ag teastáil
2	Practical/Workshop	1	Per Week	Beidh saotharlann oiriúnach ag teastáil

Learning Outcomes - On successful completion of the module the learner will be able to:

No. Learning Outcomes

- Eolas agus dearcadh a léiriú, a phlé agus a chosaint.
- Léirmheas agus anailís a chur i láthair i gcómhtheacs cúrsaí reatha
- Taighde/ fianaise a bhailiú, a chur in eagar, a chur i láthair, a mheasúnú agus a chur i bhfeidhm chun cur le coincheap nó smaoineamh.
- Cruineas foghraíochta agus gramadaí a léiriú agus cumarsáid ar siúl.
- Teanga ghairmdhírthe a chur i bhfeidhm idir labhairt agus scríobh.

Teaching & Learning Strategies

No. Teaching & Learning Strategies

- Bainfear feidhm as straitéisí éagsúla chun na torthaí foghlama a chomhlíonadh: san áireamh beidh Nuacht TG4 ó Vifax (NUIM), clár theilifíse agus raidió, scannáin agus gearrscannáin, ceol, Foinse, agus ailt ó nuachtáin agus ó irisí oiriúnacha, bróisiúir eolais agus leabhair oiriúnacha.

Cuirfidh aoí-léachtóirí ábhair oiriúnacha i láthair.

Usáidfear na foclóirí thíosluaite agus suímh éagsúla Idirlín, chun scileanna foclóra agus cruineas teanga a fhorbairt.

Beifear ag súil go nglacfaidh na mic léinn páirt ghníomhach sa phróiseas foghlama, le ceisteanna a chur is a fhreagairt, tuairimí a phlé agus a mheasúnú, taighde a aimsiú agus a mheasúnú agus ábhar a chur i láthair ar powerpoint, ar bhileoga bolscaireachta ar chlár raidió, mar chlár theilifíse nó suímh Idirlín agus iad a mheasúnú.

Indicative Syllabus Content

No.	Content	% Alloc	Detail
1	Na mórfheidhmeanna teanga	30	Na mórfheidhmeanna teanga - Soláthru eolais agus fianaise -dearcadh a léiriú -sliocht ó shuíomh idirlín, nuachtán, irisleabhar -Clár raidió -Clár theilifíse -Scannáin agus Gearrscannáin
2	Cleachtadh ar chomhlíonadh feidhmeanna idir labhairt agus scríobh	20	Cleachtadh ar chomhlíonadh feidhmeanna idir labhairt agus scríobh thar aon téamaí oiriúnacha a bhaineann le húsáid na teanga sna réimsí poiblí agus sna meáin cumarsáide.

No.	Content	% Alloc	Detail
3	An Fheasacht teanga	20	An Fheasacht teanga: 1-5 Díochlaonadh, briathra, Traschomparáideanna, Aidiachtaí, An Chopail, Réimeanna Úsáide, an -t-íolra, litriú séimhiú , urú, infhilleadh, foghraíocht, aistriúchan
4	Teanga ghairmdhírthe	30	Aoi-léachtóirí ó chomhlachtaí oiriúnacha

Assessment Strategies

No. Assessment Strategies

1	Cluastuiscint
2	Tionscadal oiriúnach
3	Measúnú leanúnach sa rang
4	Repeat Assessment Strategy: -Cluastuiscint - athdhéanamh -Tionscadal - Aiste bunaithe ar taighde/scrúdú scríofa/tionscadal aonair nó/agus láithreoireacht(viva) mar atá oiriúnach -Measúnú leanúnach sa rang - athdhéanamh

Assessments

No.	Category	Method	Additional Information	% Alloc	Learning Outcomes
1	Continuous Assessment	Aural Examination		30	4, 5
2	Continuous Assessment	Project - Group		40	1, 2, 3, 4, 5
3	Continuous Assessment	Class Exam		30	1, 2, 3, 4, 5

Reading List

No.	Type	Book Title	ISBN	Author(s)	Publisher	Year	Edition
1	Essential	Foclóir Gaeilge -Béarla	1857910478	-	An Gúm	2006	
2	Essential	Foclóir Gaeilge- Béarla	1857910370	Niall Ó Dónaill	An Gúm	2005	
3	Essential	English -Irish Dictionary	1857910353	Tomás De Bhaldraithe	An Gúm	2006	
4	Essential	Cruinnscriobh na Gaeilge	1901176657	Ciarán Mac Murchaidh	Cois Life	2006	
5	Essential	Leabhar Gramadaí Gaeilge	1902420489	Nollaig mac Congáil	Cló Iar Chonnachta	2007	
6	Essential	Speaking Irish, An Ghaeilge Bheo	9780071475631	Siuán Ní Mhaonaigh, Antain Mac Lochlainn	McGraw Hill	2008	
7	Recommended	Foclóir Fiontar	1872327421	Donla Uí Bhraonáin, Eagarthóir	Fiontar DCU	2004	
8	Recommended	Foclóir Staidéir Ghnó	122131448x	Bearnard Ó Dubhthaigh	An Gúm	1996	
9	Recommended	Foclóir Ríomhaireachta is Teicneolaíochta Faisnéise	185791516X	-	An Gúm	2004	

Journals, Websites & Course Material

No.	Type	Description
1	Website	www.beo.ie www.gaeilge.ie www.achmhainn.ie www.aimsigh.ie www.focal.ie www.cruinneog.com www.foinse.ie www.rnl106.com www.rte.ie www.tg4.ie

No.	Type	Description
		www.nuim.ie/language/vifax.shtml
2	Course Material	Foinse - An Nuachtán seachtainiúl. Ailt ó nuachtáin agus irisí éagsúla

Award Title:	Bachelor of Arts (Honours)	TL_KINAB_B	AY 2010/2011
Area of Specialisation:	in Information Systems Management - Business Administration		
Effective From:	AY 2010/2011	Stage: 3	Semester: 6 Level: 08

Module Code/Title:	FREN 71001	French for the Work Place
Credits:	5	
Level:	07	
Duration:	1 Semester	
Department Assigned To:	Humanities	
Total Contact Hours:	36	
Directed Study Hours:	28	
Independent Study Hours:	36	
Total Hours:	100	
Prerequisite Knowledge:	French 3 or French 4 or equivalent.	

Module Description/Aims: This module is designed to enhance the students' oral and written communicative competence in the language, with a focus on language for professional purposes. It is envisaged that students will be operating at a level of language proficiency corresponding to the B1 (threshold) level as specified in the Common European Framework of Reference for Languages.

Contact Hours

No.	Contact Type	Hours	Frequency	Additional Information
1	Lecture	2	Per Week	Regular classroom required (max 25 students)
2	Practical/Workshop	1	Per Week	The practical will take place in a computer-aided language laboratory. (Max 16 students.)

Learning Outcomes - On successful completion of the module the learner will be able to:

- No. Learning Outcomes**
- 1 Understand and use work-related terminology.
 - 2 Interact with reasonable ease in work situations.
 - 3 Engage in routine work-related transactions and negotiations.
 - 4 Process and produce documents relating to the work environment.
 - 5 Independently source and analyse information.

Teaching & Learning Strategies

No. Teaching & Learning Strategies

Indicative Syllabus Content

No.	Content	% Alloc	Detail
1	Business Communication	40	*Banking transactions (e.g. opening/closing an account.) * Applying for a job (e.g. preparing a CV, writing a covering letter and filling in a job application form.) * Telephone Calls *Showing people around a company. *Arranging and changing appointments. * Translating business texts from French into English * Course-specific content where appropriate
2	Language structures	20	* Demonstrative pronouns * Faire + infinitive * Perfect infinitive after après * Consolidation of structures from earlier modules.
3	Work-related documents	20	*Business letters *Work-related emails * Form filling * Writing cheques.
4	Business trips	20	* Travel and accommodation * Conferences and trade fairs

Assessment Strategies

No. Assessment Strategies

- 1 The four language skills will be examined using written, aural and oral assessment methods in continuous assessment and final exam.

Assessments

No.	Category	Method	Additional Information	% Alloc	Learning Outcomes
1	Continuous Assessment	Class Exam		20	1, 2, 3, 4
2	Final Exam (Other)	Oral Examination		20	1, 2, 3
3	Final Exam (Scheduled)	Final Written Exam		60	1, 3, 4, 5

Reading List

No.	Type	Book Title	ISBN	Author(s)	Publisher	Year	Edition
1	Recommended	Tempo 2. Méthode de français	2278044273	Bérard, E et al	Didier	1997	
2	Recommended	Tempo 2: Cahier d'exercices	2278044281	Bérard, E et al	Dieier	2004	
3	Recommended	Personnages	0618267077	Oates, M; and Dubois, J.	Houghton Mifflin	2002	
4	Recommended	Delf B1: 200 activités avec livret de corrigés +1 cd audio	2090352302	Bloomfield, A; Beya, A.M.	Fernand Nathan	2006	
5	Recommended	Faisons affaires	1860762433	Cazaux, N; Maher, E	Oak Tree Press	2002	
6	Recommended	Le Français des affaires	0717121623	Ferré, A	Gill and MacMillan	1995	
7	Recommended	French Grammar in Context: Analysis and practice	0340807601	Jubb, M; and Rouxville, A	Hodder Arnold	2003	2nd
8	Recommended	Business French: the intermediate course	0618610480	Penformis, J.L;	Houghton Mifflin	2006	
9	Recommended	Business French: the intermediate course: Student activities manual	0618610499	Penformis, J.L.	Houghton Mifflin	2006	
10	Recommended	French for Business	0340846925	Bower, M; and Barbarin, L;	Hodder and Stoughton	2002	fifth

Journals, Websites & Course Material

No.	Type	Description
1	Journal	Etincelle: Magazine, matériel audio et exercices pour niveau intermédiaire
2	Website	www.bonjourdefrance.com
3	Website	www.bbc.co.uk/languages
4	Website	www.elysée.fr
5	Website	www.globegate.utm.edu/french/globegate_mirror/gramm.html
6	Website	www.presseradiotv.com
7	Website	www.lepointdufle.net

Award Title:	Bachelor of Arts (Honours)	TL_KINAB_B	AY 2010/2011
Area of Specialisation:	in Information Systems Management - Business Administration		
Effective From:	AY 2010/2011	Stage: 3	Semester: 6 Level: 08

Module Code/Title: GERM 71001 **German for the Work Place**
Credits: 5
Level: 07
Duration: 1 Semester
Department Assigned To: Humanities
Total Contact Hours: 36
Directed Study Hours: 28
Independent Study Hours: 36
Total Hours: 100
Prerequisite Knowledge: German 3 or German 4 or equivalent

Module Description/Aims: This module is designed to enhance the students' oral and written communicative competence in German, with a focus on language for professional purposes. It is envisaged that students will be operating at a level of language proficiency corresponding to the B1 (threshold) level as specified in the Common European Framework of Reference for Languages.

Contact Hours

No.	Contact Type	Hours	Frequency	Additional Information
1	Lecture	2	Per Week	Regular classroom required (max. 25 students)
2	Practical/Workshop	1	Per Week	Language Laboratory (max. 16 students)

Learning Outcomes - On successful completion of the module the learner will be able to:

No. Learning Outcomes

- 1 Understand and use work-related terminology.
- 2 Interact with reasonable ease in work situations.
- 3 Independently source and analyse information.
- 4 Process and produce documents relating to the work environment.
- 5 Engage in routine work-related transactions and negotiations.

Teaching & Learning Strategies

No. Teaching & Learning Strategies

Indicative Syllabus Content

No.	Content	% Alloc	Detail
1	Business Communication	40	* Banking transactions (e.g. opening/closing an account) * Applying for a job (e.g. preparing a C.V., writing a covering letter and filling in a job application form) * Modern Technology * Translating business texts from German into English * Analysing and summarising authentic business related German texts * Course-specific content where appropriate
2	Language Structures	20	* Two-way prepositions * Reflexive verbs * Adjectival endings * Relative pronouns * Consolidation of grammar from earlier modules
3	Work-Related Documents	20	* Business letters * Work-related e-mails * Form filling * Writing cheques
4	Business Trips	20	* Travel and accommodation * Conferences and trade fairs

Assessment Strategies

No. Assessment Strategies

- 1 The four language skills will be examined using written, aural and oral assessment methods in continuous assessment and final exam.
- 2 Final Exam (Other) must be attempted.

Assessments

No.	Category	Method	Additional Information	% Alloc	Learning Outcomes
1	Continuous Assessment	Class Exam		20	1, 3, 4, 5
2	Final Exam (Other)	Oral Examination		20	1, 2, 5
3	Final Exam (Scheduled)	Final Written Exam		60	1, 3, 4, 5

Reading List

No.	Type	Book Title	ISBN	Author(s)	Publisher	Year	Edition
1	Essential	Unternehmen Deutsch Grundkurs: Unternehmen Deutsch 1 2 CDs	3126757391	Becker u.a.	Klett	2005	
2	Essential	The Concise Oxford-Duden German Dictionary	0198601336	Clark, M. & Thyen, O. (Eds.)	Oxford University Press	1997	
3	Recommended	Themen 2 Aktuell: Kursbuch und Arbeitsbuch	3191816919	Aufderstraβe u.a.	Max Hueber Verlag	2003	
4	Recommended	Generation E: Deutschsprachige Landeskunde im europäischen Kontext	9783126752473	Berger, M. C. and Martine, M.	Hueber Verlag	2006	
5	Recommended	Schritte International 3: Kursbuch und Arbeitsbuch	3190018537	Hilpert., S. u.a.	Hueber Verlag	2006	
6	Recommended	Das Testbuch Wirtschaftsdeutsch	3468498462	Riegler-Poyet, M.	Langenscheidt	2000	

Journals, Websites & Course Material

No.	Type	Description
1	Website	www.hueber.de/schritte-international
2	Website	www.german.about.com
3	Website	www.learn-german-links.net
4	Website	www.webgerman.com
5	Website	www.goethe.de
6	Website	www.themen.de
7	Website	www.dict.leo.org
8	Website	www.dw-world.de
9	Website	www.d-radio.de
10	Website	www.welt.de
11	Website	www.bbc.co.uk/languages/business
12	Journal	Katapult: authentische Lese- und Hörtexte mit Űbungen

Award Title:	Bachelor of Arts (Honours)	TL_KINAB_B	AY 2010/2011
Area of Specialisation:	in Information Systems Management - Business Administration		
Effective From:	AY 2010/2011	Stage: 3	Semester: 6 Level: 08

Module Code/Title:	SPAN 71001 Spanish for the Work Place
Credits:	5
Level:	07
Duration:	1 Semester
Department Assigned To:	Humanities
Total Contact Hours:	36
Directed Study Hours:	28
Independent Study Hours:	36
Total Hours:	100
Prerequisite Knowledge:	Spanish 3 OR Spanish 4 or equivalent

Module Description/Aims: This module is designed to enhance the students' oral and written communicative competence in Spanish, with a focus on language for professional purposes. It is envisaged that students will be operating at a level of language proficiency corresponding to the B1 (Threshold) level in the Common European Framework of Reference for Languages.

Contact Hours

No.	Contact Type	Hours	Frequency	Additional Information
1	Lecture	2	Per Week	Regular classroom required (max. 25 students)
2	Practical/Workshop	1	Per Week	Language Laboratory (max. 20 students)

Learning Outcomes - On successful completion of the module the learner will be able to:

No. Learning Outcomes

- Understand and use work-related terminology
- Interact with reasonable ease in work situations
- Independently source and analyse information
- Process and produce documents relating to the work environment
- Engage in routine work-related transactions and negotiations

Teaching & Learning Strategies

No. Teaching & Learning Strategies

Indicative Syllabus Content

No.	Content	% Alloc	Detail
1	Focus on doing business in Spanish	60	<ul style="list-style-type: none"> Describing company structure, specific roles & activities, and nature of business Understanding business-related exchanges (eg price negotiation / order processing / invoice queries, etc) Translating business texts from Spanish to English Writing formal letters and emails relating to a range of business-related topics Work-related documentation (order forms/despatch notes/invoices) Course-specific content where appropriate
2	Language Structures	20	<ul style="list-style-type: none"> * Present Subjunctive (form and use) * Impersonal expressions * Relative pronouns * Consolidation of grammar from earlier modules
3	Business-related Telephone Skills	20	<ul style="list-style-type: none"> * Arranging/Rescheduling/Cancelling Appointments * Requesting/Giving company & product information Chasing orders/delivery details

Assessment Strategies

No. Assessment Strategies

- 1 The four language skills will be examined using written, aural and oral assessment methods in continuous assessment and final exam.
- 2 All final examinations must be attempted.

Assessments

No.	Category	Method	Additional Information	% Alloc	Learning Outcomes
1	Continuous Assessment	Project - Individual		20	1, 3, 4
2	Final Exam (Other)	Oral Examination		20	1, 2, 5
3	Final Exam (Scheduled)	Final Written Exam		60	1, 3, 4, 5

Reading List

No.	Type	Book Title	ISBN	Author(s)	Publisher	Year	Edition
1	Essential	Socios 2	8489344930	Martinez, L & Sabater, M.L.	Difusion	2000	
2	Essential	Spanish Concise Dictionary	9780060575786	Harpercollins	Harper Collins	2004	3rd
3	Essential	A Spanish Learning Grammar	034070568x	Munoz & Thacker	Arnold	2001	
4	Recommended	Collins Spanish Dictionary	0004701526	N/A	Harper Collins	2000	

Journals, Websites & Course Material

No.	Type	Description
1	Website	www.institutocervantes.es
2	Journal	La Cometa (magazine). Garrido (ed), published by Authentik ISSN 1393 063X