

# BA (HONOURS) IN BUSINESS

## Duration:

Three Years

Full-Time

(Four Years with  
work placement)

## CAO Points Guide:\*

300

## NFQ Level:

Level 8

## CAO Code:

NC009



\*For each course we have given a guideline based on our points over the past three years. This is a guide only, points vary each year.

## About the Course

The BA (Honours) in Business is a modern, comprehensive and broad-based business degree, designed with modern businesses in mind and the requirement to produce graduates with relevant employability skills that also embrace broader societal needs in relation to sustainability and business ethics.

You may also be able to take advantage of an opportunity to engage in a year-long, accredited work placement between years two and three. This placement is credit-bearing and comprises an extra year in the degree. Access to such placements is limited and highly competitive.

Graduates of this course have a great foundation in all aspects of the modern business world, understand how to analyse and solve business problems and are highly employable in areas such as management, marketing, industrial relations, economics and international trade.

## Who is the course for?

This course is ideal if you want a broad understanding of business or you don't yet know in which area of business you would like to specialise. The course is for school leavers, mature students and graduates of QQI level 5/6 programmes who wish to embark on a course of full-time study.

## Career Prospects

Graduates of the BA (Honours) in Business course at NCI are now employed at huge employers including LinkedIn, Accenture, AIB, Arvato, Citi, Bord Gáis, Deutsche Bank, IBM, State Street, Willis Towers Watson and UPS.

## Course Structure and Award

This undergraduate business course is a three-year honours degree (four years with the option of a placement\*). The main course is run over six semesters with continuous assessment held throughout the course and examinations at the end of each semester. In each year of the degree, any student with an overall average of 70+ will win a Dean's Award. On completion, you will receive a QQI BA (Honours) Degree in Business at level 8 on the National Framework of Qualifications.

\*Students who complete the Career Management Skills module and meet set grade criteria are eligible (subject to availability) to complete a work placement on year three of the programme and graduate after four years with 240 ECTS credits.

## Further Study Options

Upon successful completion of the BA (Honours) in Business, graduates with the appropriate entry requirements can progress to postgraduate business courses at level 9 on the National Framework of Qualifications including MSc in Management, MSc in International Business or MA in HRM, all available at NCI.

## Course Fees

This course qualifies under the Free Fees Initiative and Student Grant Scheme.

## Admission Requirements and Policies

Minimum entry requirements are a grade H5 and above in two higher level subjects together with a minimum of O6/H7 in four other subjects. A minimum of grade O6/H7 must be obtained in English. A grade O6/H7 must be obtained in Mathematics. Applicants from a PLC/further education course must have a full level 5/6 award, three distinctions and meet the CAO points requirement. Mature applicants, applicants with a disability or those applying through the DARE or HEAR access schemes should refer to our Admissions section on p65, which also includes our admission policies, including laptop requirements.





# COURSE CONTENT

## Year 1

- Academic Management Skills
- Business Law
- Economics for the 21st Century
- Financial Accounting
- Human Resource Management
- Individual Behaviour in The Organisation
- Marketing in the Digital Age
- Quantitative Methods

## Year 2

- Financial Management
- Management
- Project Management
- Social and Organisational Behaviour
- Technologies for Business
- Career Management Skills
- Entrepreneurship
- Global Business Environment
- Macroeconomic Policy and Sustainability
- Professional Development Skills

## Year 3

- Business Statistics and Analytics
- Economic and Social Policy
- Marketing Management
- Strategic Management
- Sustainability and Business Ethics

### Year 3 Elective Modules

- Capstone Project Preparation
- Change Management and Organisational Development
- Financial Management Tools for the Enterprise
- Public Relations and Social Media
- Applied Behavioural Economics
- Capstone Project
- Corporate Environmentalism
- Data Analysis (Psychology)
- Essentials of Employment Law
- Global Operations, Planning and Design
- Sales Management

## Flexible Choices for High-Achieving Students

Work placements are highly regarded by graduate recruiters and offer many advantages to students. Advantages include the opportunity to make contact in industry, networking experience, work-based practical skills and experience, assisting in developing personal and professional confidence, and an opportunity to boost your employability prospects when you graduate.

In years two and three, there are extra choices available for high-achieving students (averaging 60% plus)

- Between year two and three – a year-long work placement
- In your final year – a capstone project

