

BA (HONOURS) IN BUSINESS



Duration:
Three Years
Full-Time
(Four Years with
work placement)

CAO Code:
NC009

CAO Points Guide:*
300

NFQ Level:
Level 8

*This is a guide only, points vary each year.

About the Course

The BA (Honours) in Business is a contemporary, comprehensive and broad-based business degree that equips students with the knowledge, skills and practical experience required for successful careers in a dynamic business environment. With a strong focus on employability, sustainability and business ethics, graduates are well prepared to succeed across a broad range of industries and business functions.

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 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.

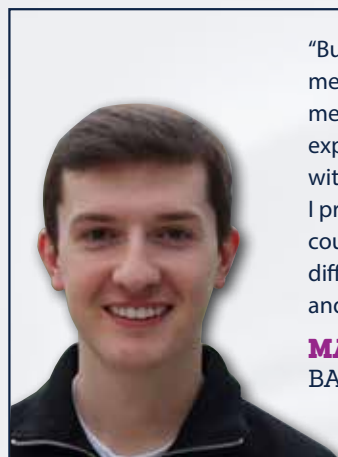


Course Fees

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 p56, which also includes our admission policies, including laptop requirements.



"Business at NCI offered me flexibility and helped me link my practical work experience in hospitality with academic learning. As I progressed through the course, I was able to explore different areas of business, and build confidence."

MARK BRENNAN
BA Hons in Business



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

Elective Modules

- Capstone Project Preparation
- Change and Organisational Development
- Financial Management Tools for the Enterprise
- Public Relations and Social Media
- Applied Behavioural Economics
- Capstone Project
- Corporate Environmentalism
- Data Analytics
- Essentials of Employment Law
- Global Operations, Planning and Design
- Sales Management
- Financial Services Regulation (QFA aligned)*
- Saving and Investments (QFA aligned)*

**Pending QQI approval*

Electives may include prerequisites, are subject to change, and availability is subject to class sizes.

Your final year capstone project allows you to apply the qualitative and quantitative methodologies and analytic techniques you've acquired throughout your degree programme to deliver a dissertation on an aspect of business practice.

Work Placement Year

Business students may choose to undertake an 8–12-month work placement between Year 2 and Year 3, giving them the opportunity to connect their academic learning with the world of work before returning to complete their final year.

Placement allows you to gain meaningful professional experience, apply your knowledge in a real workplace, develop practical and transferable skills, and build confidence in a business environment. It also helps you explore different career paths, grow your professional network and strengthen your profile for graduate recruitment.

In recent years, NCI's Business students have secured placements with Arthur Cox, the Commission for Communications Regulation, Ding, Dublin Port, Enterprise Mobility, ESB, ESW, HLB Ireland, Musgrave, the Office of the Comptroller and Auditor General, Ryanair, SAP, Trane Technologies and Unipharm.

