

# BA (HONOURS) IN BUSINESS

## Duration:

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

## NFQ Level:

Level 8

## CAO Points Guide:\*

300

## CAO Code:

NC009



\*For each course we have given a guideline based on our points over the past 3 years. This is a guide only, points vary each year.

**In accordance with our quality assurance processes, programmatic review is underway. This current review may result in some changes to the content of this course starting in September 2023.**

## About the Course

NCI's BA (Honours) in Business is a comprehensive and broad-based business degree. You will cover all the key business disciplines and have the opportunity to specialise in particular areas of business as you progress through the course. In first year, you will study a broad range of business subjects. After the common first year, you will be able to select a specialisation in particular areas, such as entrepreneurship or international business. The modules you study in second and third year will then vary depending on the path you have chosen.

Through the expert lecturers in our School of Business, you will obtain a great understanding of how business works and in which part of the business world you would like to make your career. The advantage of this full-time degree is that it is very flexible and opens up a large number of career paths. You gain a broad business foundation, and can then focus on the particular area you most enjoy through your choice of specialisation and a range of elective modules throughout the course.

This degree also gives you many options to progress to masters' courses or postgraduate study later on. If you are looking for a broad-based degree, a great start in business and plenty of career options, then this course will definitely appeal to you.

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 will be credit-bearing and comprises an extra year in the degree. Access to such placements will be limited and highly competitive.

As a graduate of this course you will:

- Have a fantastic foundation in all aspects of the modern business world.
- Understand how to analyse and solve business problems.
- Benefit from a range of employment opportunities in areas such as management, marketing, industrial relations, economics and international trade.

## Who is the course for?

The course is ideal if you know you want a business qualification but aren't sure which area you wish to specialise in, or if you would like to develop a fully formed understanding of business. 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 will be eligible to apply for a variety of career options in both general

management and specialised management functions. An analysis of recent graduates has identified career paths within accounting and finance, financial services, pensions, marketing, human resource management, recruitment, management, business development and enterprise (starting your own business).

Recent graduates from the BA (Honours) in Business are employed with 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 who have acquired the appropriate entry requirements can progress to postgraduate business courses at level 9 on the National Framework of Qualifications such as: MSc in Management, MSc in International Business or MA in HRM at National College of Ireland.

## Laptop Requirements

NCI strongly advises that all students should have access to a suitable laptop for their course. A student laptop loan scheme may be available for certain eligible students. Details of the laptop loan scheme and laptop specifications, which can be different for each course, are available on our website.

## Course Fees

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

## Minimum Entry Requirements

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. Mature applicants, applicants with a disability or those applying through the DARE or HEAR access schemes should consult pages 66 and 67.

# A GUIDE TO COURSE CONTENT

## Year 1

Before selecting your specialisation you will study a broad range of subjects in first year.

- Managing Your Learning
- Economics of the World
- Financial Accounting
- Human Resource Management
- Marketing in a Digital Age
- Quantitative Methods
- Individual Organisational Behaviour
- Fundamentals of Irish law

## Year 2 & 3

Common subjects in second and third year:

- Business Economics
- Entrepreneurship
- Technologies for Business
- Economic and Social Policy
- Global Business Environment
- Management
- Social and Organisational Behaviour
- Financial Management
- Business Statistics and Analytics
- Marketing Management
- Strategic Management
- Project Management

### Elective Modules

Electives could include areas such as Business Ethics, International HRM, Pensions, Contemporary Issues in Reward Management and other business modules.

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

### Flexible Choices for High Achieving Students

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 in your chosen business specialism

## Choose a Specialisation

In second and third year you will also study different modules depending on your selected area of specialisation.

The following is a guideline to the types of modules you will study depending on the specialisation you choose (some modules are shared between streams).

### Entrepreneurship Specialisation

- Innovation and Creativity
- New Product Development
- Financial Tools for the Enterprise
- Operations Planning and Design
- Plus additional entrepreneurship elective modules

### International Business Specialisation

- Leadership in a Global Context
- Innovation and Creativity
- Financial Tools for the Enterprise
- Global Strategy
- Global Supply Chain Management
- Plus additional international business elective modules

### Business Specialisation

- Management Accounting
- Innovation and Creativity
- Services Marketing Management
- PR and Social Media
- Plus additional business elective modules



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