



OLLSCOIL NA
GAILLIMHE
UNIVERSITY
OF GALWAY

Scoil Ghnó agus
Eacnamaíochta J.E. Cairnes
J.E. Cairnes School of
Business and Economics



Study Business at University of Galway, Ireland

2026/2027





Studying Abroad?

Why not consider Business at the University of Galway. Energised by our regional edge on the west coast of Ireland, we are a globally engaged School of Business and Economics for the public good that make a transformative impact for students, society and business.

You can choose from more than 60 courses offered across our internationally accredited undergraduate Commerce degrees. Many are courses that broadly match the curricula of other Internationally accredited business schools, while others offer a uniquely Irish view of the world.



OLLSCOIL NA GAILLIMHNE
UNIVERSITY OF GALWAY

Welcome to the J.E. Cairnes School of Business and Economics!

We are an internationally accredited school of Business and Economics with over 1700 undergraduate business students with a vibrant community of international visiting students from over 40 countries. We welcome the richness and diversity of experience that international students bring to our community. You will find an extensive range of business subjects including Accountancy, Finance, Economics, Management, International Business, Marketing, Business Law and Business Information Systems.

Galway City has a vibrant population of just under 72,000 of which at least 1 in 4 are students. It is no surprise that Galway has always had a reputation as a young and student-friendly city. There is a chemistry and energy to our welcoming University City, which many delight in and few forget.

Have a look at the course offerings in this brochure. Check out our website at www.universityofgalway.ie/cairnes-global or get in touch with us at business@universityofgalway.ie if you have any questions.

We would love to see you here for an unforgettable study abroad experience!



Dr. Shekhar Misra
Associate Head of
Internationalisation, School
of Business & Economics



Dr. Murray Scott
Vice-Dean of Internationalisation,
College of Business, Public
Policy and Law



Visiting Student Programme

The J.E. Cairnes School of Business & Economics offers a wide range of core business courses and electives to visiting students from its very popular undergraduate Commerce degree. These are supplemented by additional subject options in the humanities and social sciences, provided through the College of Arts, Social Sciences and Celtic Studies.

All courses are taught in English so visiting students will need sufficient language skills to study through English.

Courses taken by Erasmus & JYA students will be chosen from the schedule of courses from a number of existing Programmes.

Please note the following:

- It may be necessary for operational reasons to alter the course schedule
- The final lecture timetable will be issued at orientation. The draft timetable (subject to change) can be found in the Incoming Students section of our website at www.universityofgalway.ie/cairnes-global

Location

The School of Business and Economics is located in the Cairnes Building on the banks of the Corrib river in Upper Newcastle. This area of campus houses the Disciplines of Management, Marketing, Economics, Accountancy and Finance, and Business Information Systems.

Contact Details for Erasmus/Visiting Students

Ms. Raphael McLoughlin

Erasmus School Administrator

Email: raphael.mcloughlin@universityofgalway.ie

The following business courses are available to visiting students. Further details on the programme and individual courses may be found at <http://universityofgalway.ie/commerce>

Schedule of Courses for Visiting Students

SEMESTER I

| Code | Module title | Year | ECTS | Prerequisites |
|--------------|--------------------------------------|---------|------|---|
| AY207 | Management Accounting 1 | Year 2 | 5 | Introductory Course in Accounting |
| AY325 | International Financial Reporting II | Final | 5 | Intermediate Accounting Course |
| AY308 | Taxation I | Final | 5 | |
| AY321 | Management Accounting II | Final | 5 | Introductory Course in Management Accounting |
| AY872 | Financial Management 1 | Diploma | 5 | Introductory Course in Accounting |
| EC2100 or | Applied Microeconomics for Business | Year 2 | 5 | Principles of Economics |
| EC269 | Intermediate Microeconomics | Year 2 | 5 | Principles of Microeconomics |
| EC273 | Mathematics for Economics | Year 2 | 5 | Principles of Economics |
| EC207 | Irish Economic History | Year 2 | 5 | Principles of Economics |
| EC3101 | Microeconomics and Public Policy | Final | 5 | Intermediate Microeconomics & Intermediate Macroeconomics |
| EC3105 | Econometrics | Final | 5 | One Semester of Statistics |
| EC3107 | Economic Ideas | Year 2 | 5 | |
| EC345 | Health Economics | Final | 5 | Principles of Economics & Intermediate Microeconomics |
| EC423 | Ireland in the Global Economy | Final | 5 | |
| EC139 | Principles of Microeconomics | Year 1 | 5 | |

Schedule of Courses for Visiting Students

SEMESTER I

| Code | Module title | Year | ECTS | Prerequisites |
|--------|--|---------|------|---|
| EC369 | Money and Banking | Final | 5 | Principles of Economics & Intermediate Macroeconomics |
| EC388 | Environmental & Natural Resource Economics | Final | 5 | Principles of Economics |
| IE309 | Operations Research | Final | 5 | |
| MG524 | Management (from DBS) | Diploma | 5 | |
| MG3124 | Human Resource Management: Global Practice | Final | 5 | Any introductory course in HRM |
| MG3126 | Supply Chain Management | Final | 5 | |
| MK204 | Marketing Principles | Year 2 | 5 | |
| MK314 | Media & Marketing Communications | Final | 5 | |
| MK3101 | Cases in Marketing Strategy | Final | | Foundation course in Marketing |
| MK3104 | Marketing Research | Final | 5 | Foundation course in Marketing |
| MK3107 | Customer Experience Design | Final | 5 | |
| MS120 | Business Information Systems | Year 1 | 5 | |
| MS414 | Business Intelligence & Analytics | Final | 5 | Any foundation course on Information Systems |
| MS321 | Web and Interactive Media Design | Year 2 | 5 | Course registration for 100 students only |
| MS325 | Contemporary Project Management | Year 2 | 5 | Any foundation course on Information Systems |
| MS218 | Database Technologies | Year 2 | 5 | Any foundation course on Information Systems |

Schedule of Courses for Visiting Students SEMESTER I

| Code | Module title | Year | ECTS | Prerequisites |
|--------|--|--------|------|---|
| MS111 | Business Application Development I | Year 1 | 5 | |
| MS220 | Advanced Application Development I | Year 2 | 5 | Any foundation course on software development |
| MS113 | Information Systems Technology | Year 1 | 5 | |
| MS323 | User Experience Design | Final | 5 | |
| ST2120 | Data Science for Business Analytics II | Year 2 | 5 | |
| ST2001 | Statistics in Data Science | Year 2 | 5 | |
| ST311 | Applied Statistics 1 | Final | 5 | |

Note: There are also a number of Law modules available. Please contact the School of Law for further details: law@universityofgalway.ie

Note: Please contact the Spanish Department for modules available for 2026/27: Spanish@universityofgalway.ie

Schedule of Courses for Visiting Students SEMESTER 2

| Code | Module title | Year | ECTS | Prerequisites |
|--------|---|---------|------|---|
| AY209 | International Financial Reporting I | Year 2 | 5 | Introductory Course in Accounting |
| AY874 | Accounting for Management Decisions (DBS) | Diploma | 5 | Introductory Course in Accounting |
| AY208 | Business Finance I | Year 2 | 5 | Introductory Course in Accounting |
| AY326 | International Financial Reporting III | Year 3 | 5 | Intermediate Accounting Course |
| AY314 | Business Finance II | Year 3 | 5 | Introductory Course in Financial Management |
| AY319 | Taxation II | Year 3 | 5 | Taxation I |
| AY322 | Management Accounting III | Year 3 | 5 | Introductory Course in Management Accounting |
| EC141 | Principles of Macroeconomics | Year 1 | 5 | |
| EC2101 | Macroeconomics & The Business Environment | Year 2 | 5 | Principles of Economics |
| or | | | | |
| EC268 | Intermediate Macroeconomics | Year 2 | 5 | Principles of Economics |
| EC247 | Introduction to Financial Economics | Year 2 | 5 | Principles of Economics & 2 semesters of calculus |
| or | | | | |
| EC259 | Economics of Public Policy | Year 2 | 5 | Principles of Economics |
| EC275 | Statistics for Economics | Year 2 | 5 | Principles of Economics |
| EC3102 | Macroeconomics and Public Policy | Year 3 | 5 | Principles of Economics |
| EC3103 | Behavioural Economics | Year 3 | 5 | |
| EC386 | Public Economics | Year 3 | 5 | Principles of Economics |
| EC362 | Economics of Financial Markets | Year 3 | 5 | Principles of Economics |

Schedule of Courses for Visiting Students

SEMESTER 2

| Code | Module title | Year | ECTS | Prerequisites |
|--------|--|--------|------|--|
| EC429 | Marine Economics | Year 3 | 5 | |
| EC3100 | Economics & Philosophy | Year 3 | 5 | Principles of Economics |
| EC3106 | Behavioural Finance | Year 3 | 5 | |
| EC357 | Development Economics | Year 3 | 5 | |
| MG2101 | Entrepreneurial Venture Development | Year 2 | 5 | |
| MG3114 | Founder Selling | Year 3 | 5 | |
| MG3115 | Megatrends | Year 3 | 5 | |
| MG3117 | Intercultural Encounters | Year 3 | 5 | |
| MG323 | International Business | Year 3 | 5 | |
| MK203 | Buyer Behaviour Analysis | Year 2 | 5 | Introductory Marketing Course |
| MK303 | Global Marketing | Year 3 | 5 | |
| MK3103 | Digital Marketing Planning | Final | 5 | |
| MK3105 | Marketing Analytics | Year 3 | 5 | Foundation course in Marketing |
| MK341 | Brand Management | Year 3 | 5 | |
| MS319 | Enterprise Systems | Year 2 | 5 | Any foundation course on Information Systems |
| MS112 | Business Application Development II | Year 1 | 5 | Business Application Development I |
| MS2100 | Cybersecurity | Year 2 | 5 | Any foundation course in Information Systems |
| MS114 | Business Systems Design and Implementation | Year 1 | 5 | |

Schedule of Courses for Visiting Students

SEMESTER 2

| Code | Module title | Year | ECTS | Prerequisites |
|--------|---------------------------------------|--------|------|--|
| MS1100 | Information Management for Business | Year 1 | 5 | |
| MS222 | Decision Modelling & Analytics | Year 2 | 5 | Any foundation course in Information Systems |
| MS4101 | Implementing Digital Innovation | Year 2 | 5 | Any foundation course in Information Systems |
| MS2101 | Managing Digital Transformation | Year 2 | 5 | Any foundation course in Information Systems |
| ST1120 | Data Science for Business Analytics I | Year 1 | 5 | |
| ST2002 | Statistics in Data Science 2 | Year 2 | 5 | |
| ST312 | Applied Statistics 2 | Year 3 | 5 | |

Note: There are also a number of Law modules available. Please contact the School of Law for further details: law@universityofgalway.ie

Note: Please contact the Spanish Department for modules available for 2026/27: spanish@universityofgalway.ie

Syllabi of Courses

Accounting for Management Decisions

The objective of this course is to provide students with a comprehensive introduction to the principal issues and practices in cost and management accounting. Students are required to have previously completed an introductory course in financial accounting, but no previous knowledge of management accounting is assumed.

Advanced Application Development I

The objective of this course is to develop knowledge and competence in object-oriented programming for the business environment using the Java programming language.

Applied Microeconomics for Business

The main objective of this Course is to learn how the techniques and theories of microeconomics can be used to explain how firms and consumers behave. A secondary objective is to understand when the behaviour of firms and consumers is efficient from society's perspective. The emphasis throughout the course is on problem solving.

Applied Statistics 1

An introduction to methods and applications in applied statistical inference. This module builds on the statistical inferential methods demonstrated in pre-requisite module ST2120 or ST2002 or similar modules. The module builds on regression modelling, where topics covered include model estimation, model checking and inference for simple linear regression and multiple linear regression models, and procedures in variable selection. Models discussed are applicable for a single quantitative response with quantitative and/or qualitative predictors.

Applied Statistics 2

This module discusses factors for consideration in experiment design and demonstrates methods in the analysis of data emerging from designed experiments. Topics covered include confounding, blocking, a completely randomized design and a randomized block design, two-way ANOVA. The module also demonstrates regression modelling for a qualitative response, i.e. methods in binomial/logistic regression and generalized linear models. Various techniques for analysing multivariate responses will be covered, including principal components analysis and cluster analysis.

Behavioural Economics

This module explores the foundations, applications, and implications of the rapidly developing field of behavioural economics. In economics, individuals' behaviour is generally modelled under the assumption that individuals are perfectly rational, self-interested, utility maximizers with unlimited cognitive resources. Such models often provide valuable insights across a range of domains. However, in many instances, individuals' observed behaviour systematically differs from the predictions of these models. For instance individuals respond differently when outcomes are framed as losses rather than gains, they tend to overestimate the probability of unlikely outcomes such as winning the lottery, while underestimating more likely outcomes, such as losing a job. They also tend to attach more weight to immediate gains/losses than they should. The study of these behavioural anomalies, has given rise to a new field of economics referred to as behavioural economics, which seeks to understand these anomalies and to propose alternative models that provide additional insights into individuals' behaviour.

Behavioural Finance

This course describes how people and institutions make financial decisions and how those decisions might deviate from those predicted by traditional financial theory. Students will explore the existence of psychological biases in financial decision-making, and examine the impacts of these biases in financial markets and other financial settings. The course examines how the insights of behavioural finance complements the traditional finance paradigm. Students will develop a practical understanding of the ways humans make financial decisions, with specific attention to the way emotions and psychological traits influence financial decisions. Students will gain a deeper understanding of state-of-the-art developments in behavioural finance and how they apply to practical settings.

Brand Management

This course explores the concept of branding through critical examination of the techniques used to build and maintain strong brands. The topic addresses the routes available for brand development, and the strategic options for brand building, from the perspective of the marketing manager. It also examines the role of brand name, design and media in brand building, and examines how brands are managed over time.

Syllabi of Courses

Business Application Development I

The objective of this course is to initiate and develop the knowledge and skills required to develop business software applications. The focus is on individual skills development and competence in software application development.

Business Application Development II

Building directly upon Business Application Development I, the objective of this course is to further develop, build and refine the knowledge and skills required to create business software applications. The focus is on both Individual and team skills development and competence in application development.

Business Finance I

The objective of this course is to introduce students to the core principles of business finance and develop their understanding of both the theory and practice required for effective financial decision-making. Students will develop skills in applying time-value-of-money techniques, valuing financial securities, managing working capital, calculating the cost of capital, and using investment appraisal methods to support informed decisions.

Business Finance II

Capital Structure Theory; Management of Capital Structure; Dividend Policy; Portfolio Theory and Capital Asset Pricing; Investment Decision under conditions of risk and uncertainty; Cost of Capital; Adjustments to Cost of Capital for business risk and financial risk; The Leasing Decision; Mergers and Acquisitions. Long-term Sources of Finance.

Business Information Systems

The objective of the module is to provide participants with a broad understanding of the fundamental roles, impact and strategic importance of information systems (IS) for individuals, business and society in the context of global sustainability.

Business Intelligence & Analytics

The objective of this course is to examine how different business intelligence and analytical approaches can improve the performance of organisations, and to analyse the types of business problems that advanced analytical tools can address.

Business Systems Design & Implementation

The objective of this course is to develop in students an understanding of the concepts, skills and techniques required to become an effective systems analyst from systems design through to development and testing along with an appreciation of agile systems development methodologies.

Buyer Behaviour Analysis

Determining Buyer decision processes; economic, cultural and demographic influences on consumption, the role of social stratification and reference groups; the nature of the problem recognition process; search behaviour and information sources; alternative evaluation of choice. The course will examine the role of marketing in influencing each stage of the decision process.

Cases in Marketing Strategy

This course focuses on business level marketing strategy. It builds on concepts introduced in previous marketing courses and focuses on the development and application of value-enhancing strategies utilised by marketing managers. Students will acquire an understanding of the tools that strategists use to assess business situations, and will have the opportunity to use these tools to diagnose situations and generate information from which strategies are formulated and marketing plans

are prepared. Much of the course is based on case-based learning situations. This approach helps you to develop diagnostic, critical and communication skills. The course will cover a variety of strategic marketing topics such as, the role of marketing in corporate; business strategy, market research and forecasting, segmentation, targeting & positioning, product planning, pricing, selling, communication, distribution, services delivery, and e-commerce of an organisation including B2B issues.

Customer Experience Design

Successful brands, retail spaces, events, products, and organizations all stimulate customer experiences. In competitive markets, firms can stand out from competitors by designing compelling experiential marketing. Customer Experience Design will guide students on a journey into customer experience in order to understand the success and failure of products, brands, services, destinations, workplaces, and a variety of other contexts where customer experiences are a consideration. By developing their knowledge of consumer experience through physiological, psychological, and sociological analysis, students will gain an understanding of the variability of market-mediated experiences across history and culture. Students will also learn how shared experiences are important in interactions among individuals

Syllabi of Courses

and social groups both in working and consumption contexts. Students will read, present, and discuss articles and case-studies directing attention to these topics with the aim of developing skills related to marketing management for companies, media, celebrities, public-policy makers, and a range of other market stakeholders.

Cybersecurity

This module is designed to provide business and law students with an introduction to fundamental aspects of managing cybersecurity and privacy within organisations. Students will develop an understanding of how to protect their own personal information assets as well as those of employers and clients.

Database Technologies

This module provides an introduction to the fundamental concepts of database systems analysis and design and students will learn how to use the Structured Query Language (SQL) to create a relational database to store data and generate information.

Data Science for Business Analytics I

This course provides an introduction to the probabilistic and statistical techniques needed to extract value from data in Business. Topics include probabilistic reasoning, sampling techniques, modern techniques for data visualisation, data generating mechanisms and inferential reasoning using data.

Data Science for Business Analytics II

This module demonstrates classical and modern approaches for statistical inference in Business, Finance, Marketing and Economics. Students should already be familiar with methods in descriptive statistics and basic probability theory, including the normal probability distribution before taking this module.

Decision Modelling & Analytics

In today's complex environment, people across many disciplines need to solve a wide variety of business problems in auditing, accounting and finance, marketing, operations, engineering, and IS/IT. This is true of both research and industry. Decision makers are very often faced with an abundance of unstructured and inherently complex data from a variety of sources. This course will enable students to become power users of decision supporting systems, such as MS Excel, to build models of unstructured problems so they can make better decisions and gain insight into the

impact various factors have on those decisions. Students will also learn how to apply techniques from probability theory to analyse and critique information and facts they are provided with. In class and in the assignments, students will apply the skills learned to real problems in their own discipline area e.g., auditing, accounting and finance, marketing, operations, engineering, and IS/IT.

Development Economics

This module is organized around the transformative question "Why are some countries rich and others poor?" This is one of the oldest and most important questions in Economics - Adam Smith's "The Inquiry into the Nature and Causes of the Wealth of Nations", was published in 1776. This course introduces students to the field of Development Economics. The objective of the course is to equip students with a greater understanding of the process of economic development and the challenges faced by nations and individuals in the developing world. The course covers a range of topics in development economics from a theoretical and an empirical perspective. The course begins with reviewing the theories of economic growth and the development process. It focuses on the role of physical, human and social capital, technology and population growth

in economic development. Specific attention is paid to the relationships between inequality, poverty and economic growth. Thereafter, the course covers a set of topics of relevance to developing economies, such as health, education, gender, culture and climate.

Digital Marketing Planning

This module builds upon marketing principles and investigate where the internet and other technologies provide opportunities for applications in marketing and business. The module provides an overview of the rapidly changing world of business and technology by addressing what is unique about digital marketing. It explores how these technologies are creating value for customers, as well as the benefits for companies, their products and brands.

Econometrics

The aim of this module is to introduce students to the principles of econometric analysis. The module focuses on different regression models, discusses common problems when estimating such models and explains how to interpret the estimates from various econometric models. The course has an applied focus and students will get hands-on experience with estimating and interpreting econometric models based on real data.

Syllabi of Courses

Economic Ideas

This course aims to introduce students to a range of core concepts within economics, focusing on the origin and impact of different approaches by economists to questions of public policy. We trace the origin of economic ideas to the interaction of philosophical, politics, and economic events. We survey some of the key contemporary debates in modern economic policy making, including those related to the role of rationality, inequality, sustainability and consider these in the light of specific policy problems. We also provide an opportunity to reflect on the evolving and contested role of the economics profession in civic society and public policy. The course complements intermediate analysis in both micro- and macro-economics, and provides foundations for further study in specific policy fields.

Economics and Philosophy

This module will explore the interface between economic analysis and moral philosophy. It will show how insights and analytical tools from economics can contribute to ethics, and demonstrate how an understanding of moral philosophy can improve economic analysis. Topics covered include: rationality and the preference axioms, welfare, efficiency and consequentialism, rights, theories, of distributive justice, social choice theory, game theory and decision theory.

Economics of Financial Markets

This module focuses on global financial markets from an investments perspective. A large emphasis is put on making this module quite practical and focused on contemporary facets of the world of finance. Therefore, we are going to address issues such as: the factors behind recent global stock market performance; evaluating current investment themes and trends; analysing the ongoing growth of passive investing via exchange traded funds (ETFs); how central bank policies affect global financial markets; how to use behavioural biases to analyse financial assets, and applying derivatives to hedge, speculate, and arbitrage in financial markets.

Economics of Public Policy

This course is designed to provide the analytical foundations for an exploration of the balance between private and public resource allocation in modern economies.

Enterprise Systems

The objective of this course is to develop students' understanding of Enterprise Systems in business. Topics include: Information systems in functional areas including information systems to support finance, marketing, human resources and manufacturing; ERP systems; frameworks

for deploying ERP; Benefits realisation in the ERP setting; enterprise architecture management; ERP Implementation; Supply Chain Management (SCM); Digital Transformation and emerging directions in Enterprise Systems such as fintech innovation, and blockchain.

Entrepreneurial Venture Development

The aim of this module is to introduce students to the multifaceted environment of entrepreneurial venture creation and development. The module will examine what it's like to be an entrepreneur and the different approaches to becoming an entrepreneur that may be employed. While lectures will provide an introduction into the tools and approaches to entrepreneurial thinking and action that are underpinned by theory, the students will have the opportunity to apply these in a real-life setting outside of class. More specifically, in groups, students will have the opportunity to work on a real case of an existing business venture; liaising with the entrepreneur/founder to gain exposure to the issues and realities of creating and developing a venture and working as an entrepreneur. As part of this exercise, student groups will also generate, research, evaluate and communicate their own entrepreneurial idea in the context of the business venture case. The module is of relevance and interest to students across disciplines; including law, engineering and science as well as business. For example, students in law and engineering

can use this module to help understand and develop a business case for establishing and developing a law practice, consultancy businesses or the introduction of a new product or service to the marketplace. For business students in particular, the module provides an opportunity for students to delve more deeply into becoming an entrepreneur and applying knowledge and skills developed in other modules (e.g. marketing, management etc.). The module also acts as a stepping stone to modules in third year, such as ICE, where students will have the opportunity to take their entrepreneurial journey further by developing their own business idea with the aim of establishing a new venture and becoming an entrepreneur.

Environmental & Natural Resource Economics

This course introduces students to the use of economic tools in analysing natural resource issues. The course discusses issues surrounding environmental sustainability in the context of economic growth. The theory of externalities and public goods are discussed and this addresses environmental external effects with respect to depletion and pollution. Causes of environmental externalities are also included in the context of missing markets and property rights. The components of value which, make up total economic value of environmental goods is considered. These include direct, indirect, option value and existence value. Willingness to pay and willingness to accept

Syllabi of Courses

approaches are discussed. Revealed and stated preferences valuation techniques are included. Consideration is also given to the analysis of environmental policy instruments, with an emphasis on pollution control. Issues surrounding international environmental problems including climate change are also discussed.

Financial Management I

The objective of this module is to introduce students to the core principles and concepts of Financial Management, while developing the analytical skills required for effective decision-making in financial contexts. Students will develop skills in applying time-value-of-money techniques, valuing financial securities, managing working capital, calculating the cost of capital, and using investment appraisal methods to support informed decisions.

Founder Selling

The aim of this class is to enable students to become proficient in founder selling: communicating their vision for the new business and understanding how stakeholders (not just customers) value their new offering. Founder selling is what do you do when you need to sell and you have no brand, no marketing backup, no track record, no reference customers and you don't even have a product or service that works yet. Founder selling is different from professional sales and

sales management, and research shows that founder selling is critical to new venture development. Yet, entrepreneurs are often unprepared for this challenge. This module was informed by similar modules in US business schools, six one on one interviews with founders and two focus groups with 25 founders, and was co-developed with a sales professional.

Global Marketing

The objective of this course will be to provide students with an introduction to international marketing through study of the international marketing environment and the decisions which are required to develop international markets. The course will focus in particular on analysis of international markets and decision making in the international environment. International market analysis will include study of the data sources currently available on international markets, methods of screening export markets, and export marketing research. International marketing management coverage will include product development and adaptation for exporting, international distribution, pricing and promotion strategy formulation and implementation. The course will

include an analysis of Irish export marketing performance and will in general have an orientation towards the Irish exporter. The course will be taught mainly by non-lecture forms of instruction. Students will be expected to undertake projects and case studies which will form the major course activities.

Health Economics

The aim of the course is to introduce students to the concepts and methods used by economists to explore questions relating to health and health care. The course is designed to give students a comprehensive grounding in the theory and practice of health economics.

Human Resource Management - Global Practice

This module aims to enhance student knowledge of the principal HRM approaches and practices to managing employees to positively contribute to the organisation's strategic objectives. Furthermore, this module seeks to develop practical skills and capabilities essential for HR practitioners in a global context such as managing processes for selection, performance management discipline, grievance and employment regulation.

Implementing Digital Innovation

The objective of this module is to explore the strategy and implementation of digital innovation in contemporary business organisations.

Information Management for Business

The objective of this course is to advance students' understanding of business information management by focusing on current issues confronting organisations today.

Information Systems Technology

The objective of the MS113 course is to provide students with an introduction to information systems and their underlying technologies. Students are introduced to computers and technology, how this technology is used in business, and some of the societal implications of computers and related technology. Students will be given an insight into the use of information technology and information systems in business.

Intercultural Encounters

This module will offer insights into the historic developments and contemporary concepts relating to global citizenship, diversity and inclusiveness. In doing so, the module aims to foster disciplinary and cultural boundary crossing, knowledge sharing and co-production, as well as intercultural understanding and collaboration between students, which will be achieved by addressing complex issues together. The Module is designed to help visiting students from different cultures to make sense of their experience in Ireland and also to prepare domestic students for immersion in a different culture such as a year abroad or working with people in a highly diverse organisation.

Intermediate Macroeconomics

This is an intermediate macroeconomics course dealing with the theory and practice of macroeconomics. It builds on the concepts and principles covered in 1st Year Economics. The objective of the course is to understand, in more detail, the core principles of macroeconomic theory and to learn how these basic principles can be applied to various policy issues, both domestically and in an international setting. The topics covered include the following: National Income Accounting; Aggregate Demand and Supply; Equilibrium and disequilibrium;

Saving-Investment relationship; Consumption function; the multiplier; The determinants of investment; Liquidity preference and theory of interest; International Macroeconomics; Growth Theory. Students who have not studied macroeconomics before should not take this course.

Intermediate Microeconomics

This is an intermediate level course, both in drawing on your previous exposure to macroeconomics, and acting as prelude to further study in third year. An overall theme is that macroeconomic theory is useful in helping us to understand real-world events, and in particular, to understand the role of macroeconomic policy. Several economic models will be studied, within a framework which analyses both long-run economic performance and short-run fluctuations. The models will be used to help explain various economic policy issues, both domestically (Ireland) and in an international (EU/ eurozone) setting.

International Business

This course focuses on the nature of contemporary international business. International Business combines the science and art of business management with many other disciplines such as economics, socio-cultural anthropology and political science. The evolution of international business as

an identifiable academic discipline is as a direct consequence of the growth of multinational business and the emergence of what is widely termed the global economy. Knowledge in this global economy is rapidly transferred given technological developments in communications. The emergence of new economies particularly in Asia has transformed the centre of gravity of the global economy. International managers operate in this dynamic global environment whether in large multinational firms, Mid-Sized Corporations, SMEs, Scaling Firms, or SMEs/Born Globals with an international orientation. This course aims to guide the student in understanding the arena in which international business is conducted. It ranges from micro issues of staffing and strategic management to macro issues of globalisation, political, economic and socio-cultural analysis. It further attempts to build on the knowledge gained in previous or complementary courses by extending the consideration of subject matter to embrace the considerations present in an international environment. By the end of the course, students should be able to identify, analyse, and understand the organisational impact of a wide variety of global management issues. In addition, students should be able to develop broad, strategic solutions and/or plans of action in response to any combination of market, political, socio-cultural, and /or competitive global force.

International Financial Reporting I

This optional course is strongly recommended for those wishing to study accounting in third year and is aimed particularly at those interested in pursuing a career in Accounting. The objectives of the course are to build on introductory financial accounting courses to complete the development of the basic accounting skills necessary to allow students to progress to more advanced study of financial accounting and to introduce students to the environment and practice of financial reporting.

International Financial Reporting II

This course introduces students to a range of more complex problems found in accounting practice. This course must be taken by students pursuing the accounting stream; it is also open to students not taking the accounting stream. International Financial Reporting I is not a formal prerequisite, however, the vast majority of those taking this course will have passed it, so students who have not done should consult the lecturer. Visiting students should consult the lecturer, as an inadequate background has led to a significant failure rate in previous years.

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International Financial Reporting III

The objective of this course is to develop students' conceptual understanding of advanced problems of financial reporting and their ability to apply complex international financial reporting standards (IFRS) to practical situations. Students will consolidate their ability to prepare and analyse complex financial statements.

Introduction to Financial Economics

This module provides an introduction to financial economics, with an emphasis on combining knowledge of 'real world' financial markets with economic theory, and with statistical methods, to value financial instruments and analyse portfolios. We ground our understanding of risk and return in statistical models, moving from the analysis of individual financial instruments such as shares or bonds, to the analysis of combinations of these in portfolios. We analyse the construction of optimal portfolios in mean-variance terms, and the implications these models have for the pricing of financial assets. We delve further into particular methods for the valuation of equity, bonds, and derivative instruments, especially options. A key focus is on the practical application of concepts through the analysis and interpretation of financial data, mainly using spreadsheets, and particularly in the context of an applied, data-driven financial analysis project.

Irish Economic History

Economic history has experienced a revival of interest in recent times, as the global crisis/recession has prompted policy-makers, academics, and citizens, to seek lessons from the past, and to attribute some of the origins of the crisis itself to the 'forgetting' of economic history. Ireland's current economic problems have also prompted reflections on the need to understand our historical experiences. Economic history—and Ireland's especially—irrespective of its contemporary relevance, can fascinate in its own terms. The study of economic history can 'round out' a standard economics education with context, an awareness of the fragility of evidence, and a sense of perspective. There has never been a better time to study economic history. This module introduces you to key themes, concepts, and debates in Irish economic history, from the 18th century to date. The module explores quantitative historical economic data for Ireland, relating data to economic theory. So while the module is not technical, neither is it purely descriptive/narrative. The module complements other intermediate modules in economics, drawing upon both microeconomic and macroeconomic concepts. Lectures introduce you to key concepts, events, and data in Irish economic history. Lectures also invite you explore

the required readings in depth. That in-depth reading is vital for success in this module. While I will sketch some of broad outline of Irish political history in earlier topics, if this is new to you, you will need to read general short histories of Ireland, and I can provide some guidance on this in class.

Ireland in the Global Economy

This module surveys Irish and global contemporary economic policy issues. Throughout, Ireland's growth and development experience is placed in the context of economic globalisation, Ireland's relationship with the European Union, and the evolving global environment. We consider a range of policy domains, both at macroeconomic and microeconomic levels, and the challenges they pose for policy makers, enterprise, and citizens. These include growth, development, and financial stability, as well as specific sectoral and environmental domains. Throughout, economics models and concepts inform our analysis.

Macroeconomics and Public Policy

Macroeconomics is concerned with the major economic issues such as unemployment, inflation, and the interrelation between income distribution and economic growth. Several theoretical models have been developed in the literature to study the fundamental causes of these issues. Many of these models

serve as analytical frameworks in which applied economic policy analysis is conducted. Examples include Keynesian structural macroeconomic models in the 1970s and the new Keynesian DSGE models in the current period. This model considers dominant economic policy regimes since the post-world war II period and examines the macroeconomic theoretic principles and the analytical framework that underpins these policy regimes.

Macroeconomics and the Business Environment

This is an intermediate macroeconomics module dealing with the theory and practice of macroeconomics. It builds upon the concepts and principles covered in principles of macroeconomics. The objective of the module is to understand the core models in short-run macroeconomic theory and to learn how these theories can be applied to the business environment and various short-run policy issues, both domestically (Ireland) and in an international (eurozone) setting.

Management (Diploma in Business Studies)

The course is designed as an introduction to the role of management in organisational structures. Locate the history and foundations of management thought in dimensions of modern organisations. Explain and discuss the role, functions and skills of effective management. Derive a view on how

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management principles are applied in a range of organisational settings to explain the role of planned change through strategy, technology and innovative process. Provide exposure to the concepts, theories and techniques on which management is based. Application of management concepts across a wide range of business settings.

Management Accounting I

The objective of the course is to build on students' knowledge of management and cost accounting techniques introduced in the first year and to enable students to analyse and critically evaluate management accounting information useful for decision making, planning, control and performance measurement.

Management Accounting II

The purpose of this module is to build on the foundations of the second-year introductory module AY207 Management Accounting I, to further extend the student's understanding of the techniques, concepts, and applications of management accounting, including cost estimation, cost management, and performance management. The second year module Management Accounting I (AY207), or an equivalent introductory course in Cost and Management Accounting, is a prerequisite for this module, AY321 Management Accounting II.

Management Accounting III

The objective of this course is to provide a detailed understanding of advanced issues and techniques in costing, management control, and management accounting. In doing this, the course builds on the foundations of previous courses in Management Accounting, which students have taken. Please note that Management Accounting I (AY207) and Management Accounting II (AY321), or equivalent modules in another university, are prerequisites for this course.

Managing Digital Transformation

Digital transformation is a process that aims to improve an organisation by initiating significant changes through a combination of information, computing, communication, and connectivity technologies. Digital transformation has become a high global priority on organisational agendas. Organisations have growing expectations on digital transformations to make a strategic contribution to their business survival and success. Therefore, understanding how operations can be transformed within a shorter timeframes has become the basis of competitive advantage in many sectors of industry including the public sector. Future managers must differentiate between the key drivers and how to sustain transformations in the new digital economy. To do so, managers are also

expected to identify digital transformation opportunities by leveraging digital and analytical technologies to create new or modify business processes, culture, customer experiences, and workplaces to meet continuously evolving business and market requirements.

Marine Economics

This module will use economic analysis to evaluate specific marine policies in the areas of marine tourism and recreation, shipping, offshore energy production, aquaculture, fishing, coastal development, and the protection of marine habitats and biodiversity. The valuation of marine ecosystem services and the bio-economic modelling of the lifecycle of marine species will also be a focus of this module.

Marketing Analytics

"What gets measured, gets managed" – Peter Drucker

"Not everything that can be counted counts, and not everything that counts can be counted" – Albert Einstein, Physicist

This course will provide students with an introduction to marketing analytics. We will study various tools for generating marketing insights from empirical data in such areas as segmentation, targeting and positioning, satisfaction management, customer lifetime analysis, customer choice,

and product and price decisions. This course has a hands-on group component where you apply the tools studied to actual business situations. Objectives: 1. Understand how to apply marketing analytics techniques to improve marketing insights, generate data-driven marketing and compete more effectively in the marketplace. 2. Understand strategic decision models and marketing metrics relevant to marketing analytics tools. 3. Perform marketing analytics to gain insights on the relationship between marketing activities and customer behaviour

Marketing Principles

This module introduces the fundamental concepts and principles of marketing, such as buyer behaviour, research methods, and the various elements of the marketing mix. It provides a contemporary view of the role and importance of marketing by examining its application in a variety of business situations, as well as views marketing from the environmental, social, and governance (ESG) perspective.

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Marketing Research

“To be truly marketing orientated, companies have to be information-orientated. Marketing Research is about generating and interpreting information to assist management with decision-making.” (Domegan and Fleming, 2007, pp. 2-13). This module introduces you to the fundamentals of Marketing Research.

Mathematics for Economics

The aim of this module is to provide students with the necessary mathematical skills to pursue more advanced courses in economics. The course is devised to enhance the necessary technical skills in the areas of Algebra and Calculus, which are used in almost all sub-disciplines of economics. The course emphasizes the need to enhance the student's computational skills together with their analytical skills by introducing and applying a range of different mathematical techniques to economic problems.

Megatrends

The aim of this class is to enable students to become proficient in environmental scanning, by researching the world's most significant long term trends in technology, climate or demography that could open up new opportunities for business, such as the Internet of Things, artificial intelligence,

autonomous vehicles, personalised medicine, wearables, climate change, international demographic and migration patterns, megacities, veganism, income inequality, fintech, and cybersecurity. In the first seven weeks, diverse student teams will research one Megatrend. During this process, students will learn to distinguish research-based evidence from hype, gauge the limits of prediction in long term trends, and assess implications for an organization of their choice. In weeks 8 and 9, teams will present audiovisual presentations on their research in conference format and be peer assessed. In weeks 10 to 12, students will develop personal reflections on how each Megatrend might affect their chosen organization and their career.

Media & Marketing Communications

Organisations seek innovative ways of communicating effectively and efficiently with their target audience or public. Marketing communicators are challenged to use communication methods that break through the clutter, reach audiences with interesting and persuasive messages.

Microeconomics and Public Policy

The module provides students with an introduction to topics in advanced microeconomic theory, with applications to public policy where relevant. Topics covered include game theory, oligopoly, collective decision making and criteria for social choice, general equilibrium and the welfare theorems, uncertainty and information, contracting and externalities.

Money and Banking

This course explores the theoretical and applied foundations of money and banking with a focus on international issues. The introductory part of the course motivates why the study of money and banking may be worthwhile, and provides an overview of international financial systems. Next, details of financial markets are discussed, in particular the behavior of interest rates and their determinants, as well as the classical theory of rational expectations and the efficient markets hypothesis as they pertain to stock markets. The third section of the course focuses on aspects of financial crises, financial institutions, and the theory and practice of central banking. This includes the study of the stages of financial crises, alternative international central banking systems, as well as the strategy and conduct of central bank intervention. The

final fourth part of the course discusses international finance and monetary policy theory including the foreign exchange market, aggregate demand and supply analysis, the theory of monetary policy, and the role of expectations and credibility with respect to central banks.

Operations Research

Mathematical modelling approach to managerial decision making; Problem Formulation; Linear Programming, Network Analysis; Special algorithms of linear programming; Integer Programming; Dynamic Programming; Decision making under uncertainty.

Principles of Macroeconomics

Macroeconomics is concerned with the behaviour of the economy as a whole and considers aggregate economic variables such as national output, prices, unemployment and economic growth. The purpose of this module is to introduce students to the basic concepts of macroeconomics and to the principles of macroeconomic theory.

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Principles of Microeconomics

This is an introductory Microeconomics module. Microeconomics is the study of how households and firms make decisions and how they interact in specific markets. In this module you will learn the basic principles of Microeconomics. You will learn how demand and supply interact to determine market prices and how government intervention can affect market outcomes. You will also learn how firms make production decisions and you will become familiar with different types of market structures, such as monopoly and perfect competition.

Public Economics

This is a final year undergraduate course in public economics. The course examines the role of government in the economy using economic analysis. It covers the topics of efficiency and equity, market failure, cost benefit analysis and public choice. By the end of this course you should have a solid understanding of some of the most important concepts and theories in public economics.

Spanish Language Applied

The course consolidates the language studies of First Year Commerce students. Active command of the language is promoted through regular exercises in the written language and weekly spoken language sessions, while translation exercises and aural comprehension practice are used to develop receptive skills.

Statistics in Data Science

The course provides an introduction to probabilistic and statistical methods needed to make reasonable and useful conclusions from data. Topics include probabilistic reasoning, data generation mechanisms, modern techniques for data visualisation, inferential reasoning and prediction using real data and the principles of reproducible research. The course will rely heavily on R (a free open source language) and will include examples of datasets collected in a variety of domains.

Statistics in Data Science 2

This course will provide an introduction to commonly used techniques in statistics when analysing data from experiments and observational studies. Topics include classical and modern methods in interval estimation, regression models for prediction problems, modern approaches for visualising multivariate data and the principles of reproducible research.

Statistics for Economics

This course provides an introduction to the techniques used to collect, present, and analyse numerical data to make inferences and reach decisions in the face of uncertainty in economics and other social sciences. The course is divided into two sections: (1) Descriptive Statistics, and (2) Inferential Statistics.

Supply Chain Management

This module equips students with the foundational knowledge required to start managing supply chains in contemporary organisations. Following an introduction to supply chain management and its link to organisational success, students explore key aspects of managing supply chains, such as facilities, inventory, transportation, information, sourcing and pricing. This includes considering how organisations can foster more sustainable supply chains by understanding their impact on economic, environmental, and social objectives. The module also considers the management of complex supply chains in an international context.

Taxation I

The objective of this course is to introduce students to taxation, provide an insight and appreciation of the impact of taxation on society, individuals and businesses and to provide students with the necessary knowledge and understanding to calculate the taxable income of individuals and companies. The course will provide perspectives from both the unincorporated (sole trader/self-employed/ employee, etc) and the incorporated (company).

Taxation II

The objective of this course is to provide further insights and appreciation of the impact of taxation on business and business decisions, and to provide students with the necessary knowledge and understanding to determine the taxable income of business entities. The course will provide perspectives from both the unincorporated (sole trader/self-employed/ partnerships/ employee, etc.) and the incorporated (Company). The course builds on Taxation I.



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