



FULL-TIME UNDERGRADUATE PROSPECTUS

2013

**Disclaimer**

Information presented in this prospectus is intended for those interested in learning more about the Ulster Business School. We have taken all reasonable care in producing this prospectus to ensure that the course entries are accurate at the time of initial publication (September 2011). However, our course provision is subject to change over time and the University of Ulster cannot accept responsibility for errors or omissions. You are advised to check course information against our online prospectus and other sources before making decisions based on the published information.

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FOREWORD

Dean: Professor Marie McHugh



Every year the School produces highly motivated and talented graduates.



I am delighted to welcome you to this undergraduate study guide. The guide aims to provide you with information on the University of Ulster, the Ulster Business School and the wide range of high quality undergraduate programmes we offer.

As a Business School, we have a presence on each of the University's four well located campuses. We have a vast array of highly talented staff. Many of our staff have received awards for the high quality of their teaching and are leading researchers in their field, having had their work published in prestigious journals.

The high quality of the School's provision is evidenced by ratings from a variety of independent sources.

As a dynamic and entrepreneurial Business School, we provide professional education which

prepares our students for professional life. We work continuously and closely with a wide range of organisations in developing programmes that help our students acquire the knowledge, skills and management competencies necessary for success in today's rapidly changing business environment. A feature of our provision is the very strong links that we have with a wide range of internationally recognised professional bodies which accredit our programmes.

I hope that you find this guide interesting and useful, and that

it encourages you to come and study with us at Ulster. For further information on anything you read on the following pages, please visit our website or use the contact information at the back of this guide.

I look forward to welcoming you as a student at the Ulster Business School.

Professor Marie McHugh
Dean
Ulster Business School

DYNAMIC MODERN PROGRESSIVE UNIVERSITY ULSTER – THE RIGHT CHOICE

Preparing you for the future. We produce creative, entrepreneurial, committed and highly employable graduates.

The University of Ulster is the largest university on the island of Ireland with 25,000 students. Our student community includes students from over 80 countries.

At Ulster we aim to enhance your employability as we focus on offering professional courses.

Our course programme portfolio is regularly reviewed. We have developed relationships with employers, both locally, and internationally and monitor the changing employment market to ensure our students attain the knowledge, skills and professional qualifications to enable them to make a significant contribution to

their future career. The quality of our teaching ensures that the learning experienced by our students is at the highest possible academic standard. We are very proud of our excellent track record in education and research, and aim to be proactive in promoting inclusive economic and social development through our teaching, research and transfer of knowledge. We take the results of our highly-rated research and turn them into ideas, products and concepts that benefit society from health treatments, therapies and devices to environmental matters and public safety.

Only three subjects in Northern Ireland universities were in the 'Top 3' nationally – nursing, biomedical sciences and Celtic studies - all at Ulster. So with a national and international reputation in excellence in our teaching and research, you will be making the right choice to choose to study here.

We strongly believe that everyone should have the opportunity to study at university and we are strongly committed to our widening access programme. We are proud that we are now in the 'Top 10' of UK universities in providing access to students from all economic backgrounds.



We also offer flexibility to study at a pace which suits you. You may be leaving school or college and entering university or you may have taken a break from studying, and now wish to return as a means of changing your career or progressing your current career prospects.

It may suit you better to study full-time with us, or your individual commitments may mean that you need to be in employment whilst you study.

You can undertake many of our undergraduate degree programmes on a full-time or part-time basis.

You will have a unique student experience at Ulster, centred on:

Excellent employment prospects – a degree from Ulster is well recognised and will give you a great start to your career. Some programmes offer a professional qualification or fitness to practice, something that you will find to your advantage once you graduate and are entering the job market. Our graduates are highly employable and our graduate employment rate is well above the national average.

Careers choice – lots of programmes – lots of career choices.

Flexibility – based on your individual study preference, or commitments, many of our degree programmes offer you the choice to study on a full-time or part-time basis.

Great teaching – most of our academics are actively involved in cutting edge research as well as teaching, which greatly benefits our students.

It is important that you research all the choices open to you when you are thinking of studying at university.

Ulster—
You don't have to
go far to go far...

The University is located
on four campuses around
Northern Ireland:



Belfast

In the vibrant Cathedral Quarter
in Belfast city centre



Coleraine

Close to Coleraine town,
the capital of the Causeway Coast



Jordanstown

On the Antrim coast road,
just a few miles north of Belfast



Magee

In the centre of Londonderry –
the UK City of Culture 2013

How to get to each campus:



By Road

M1/M2/M3 motorway
links to the four campuses



By Rail

NI railway links to Belfast, Coleraine,
Londonderry and Jordanstown



By Bus

Ulsterbus service throughout Northern
Ireland



By Sea

Ferry operators run services from
GB to NI. Our two main ferry ports are
Larne and Belfast. Ferry routes from GB
to ROI and travel on to Northern Ireland
by road or rail
(see useful websites to the right)



By Air

George Best Belfast City Airport
Belfast International Airport
City of Derry Airport
Dublin Airport in the Republic
of Ireland, and travel to Northern Ireland
by road or rail

USEFUL WEBSITES



Air travel

www.belfastcityairport.com
www.belfastairport.com
www.cityofderryairport.com
www.dublinairport.com



Rail travel

www.translink.co.uk
www.nirailways.co.uk
www.irishrail.ie



Bus travel

www.translink.co.uk
(all Northern Ireland rail
and bus services)
www.buseireann.ie
(Republic of Ireland bus services)



Ferry travel

www.stenaline.co.uk
www.belfastferries.co.uk
www.portoflarne.co.uk
www.dublinport.ie
www.dun-laoghaire.ports-guides.com
www.portofcork.ie
www.rosslare.ports-guides.com
www.belfast-harbour.co.uk



WHY ULSTER BUSINESS SCHOOL?

With approximately 140 academic staff, and over 6,000 students, the Ulster Business School is one of the largest providers of university accredited business and management education and training in Britain and Ireland.

Our subjects are rated very highly by students through the National Student Survey and other surveys students partake in. The Quality Assurance Agency has awarded the School an 'excellent' rating (with a perfect score of 24 out of 24) in Business and Management, the subject grouping covering the majority of the School's undergraduate and postgraduate, full-time and part-time provision; and including much of its professional management development and training programmes.

Similarly, the School received an 'excellent' rating for the range of courses offered in the area of Hospitality, Tourism and Leisure. These achievements single the Ulster Business School out as the leading quality benchmarked centre for business education in Ireland, and places it amongst the very best providers in the wider British Isles context.

The Ulster Business School covers the four campuses of the University: Belfast, Coleraine, Jordanstown and Magee.

Whilst subject disciplines within the School are represented by staff interests on all of these campuses, in a very loose sense, campus specialisms can be identified.

Providing a wide range of subjects to study, from Accounting to Tourism, we are confident you will find something in the Ulster Business School to suit your educational and career aspirations.

MEET

Eóin McShane

BSc Hons Business with Marketing

I chose the Ulster Business School mainly from reputation. I researched their list of programmes and settled on BSc (Hons) Business with Marketing because it focused primarily on marketing, management and human resources which interested me.

In my opinion completing a placement year is one of the best things about the programme as it allowed me to put into practice the things I learned in university, and also gained an insight into a real working environment. It was a very rewarding experience!

My future plans are to return to the University of Ulster to do a masters following on from a very relevant, useful, practical, challenging but enjoyable programme at Ulster.

WORK PLACEMENT

As well as providing high quality teaching, the Ulster Business School prides itself on its work placement programme. We want to provide you with hands-on business experience and work placement gives you the opportunity to put what you have been taught in first and second year into practice in a safe environment.

If you wish to stay at home during your placement year, there is the opportunity to work for some of Ireland's biggest companies.

Students in the past have worked for the likes of Diageo, Dale Farm, Translink, NIE. The Ulster Business School also has well established links with small businesses and working for a smaller organisation gives you the chance to work on a variety of different aspects of the business. Each year about 60 to 70 of the 300 students who go on

placement decide to go overseas to America or Europe. Recently students have worked in a wide variety of organisations including Disneyworld, JFK Airport and in some large country clubs. Students have also worked in holiday resorts in the Canary Islands and in mainland Europe.

After successful completion of the placement year, you will receive a Diploma in Professional Practice.



MEET

Claire O'Reilly

BA Leisure, Events and Cultural Management

I graduated from the University of Ulster in 2005. I studied Leisure, Events and Cultural Management and choose this programme because I wanted to study something that was exciting and innovative.

I carried out a 12 month placement with Belfast City Council in the Sports Events Department. I absolutely loved it as I worked on a range of large events (e.g. Special Olympics and Belfast Marathon) and smaller events (e.g. football tournaments and cycling weeks).

I am currently still working for Belfast City Council as the Event Manager for the Belfast City Marathon and have been doing this job for four years. Organising one of the biggest sporting events in Ireland involves a variety of skills, many I learned from my degree. I am also currently studying for a Masters in Event Management.

I loved studying at the University. No lectures were ever boring. Perhaps that is the reason I returned to study my Masters at Ulster.

PROFESSIONAL BODY PARTNERSHIPS

The **Ulster Business School** has underpinned its academic activities, in both teaching and research, by establishing strong partnerships with relevant professional bodies.

Many of our courses are **professionally accredited**. Most prominent amongst these are:

Association of Chartered Certified Accountants (ACCA)

ACCA have a long-standing partnership with Ulster and the Ulster Business School. ACCA recently confirmed the renewal of its 'Gold Status' award for the ACCA programme run by the Department of Accounting."

Beibhinn Coman, Communications & Marketing Manager, ACCA



Chartered Institute of Management Accounts (CIMA)

"CIMA Learning Quality Partner is our highest level of accreditation and offers formal recognition to those courses that meet or surpass the challenging Quality Partner Standards set out in the CIMA Learning Matrix. The University of Ulster have consistently exceeded these requirements and as such have been granted unconditional accreditation for 2010." CIMA only recommends that our students use one of our Learning Quality Partners for their studies and are confident that the high level of tuition offered by the Ulster Business School makes it the ideal place to begin your CIMA career."

Leyton Ramskill, CIMA Learning and Development Manager



Institute of Hospitality

"The Ulster Business School is the exclusive provider of Higher Education in Northern Ireland in the area of Hospitality, Leisure, Travel and Tourism. The Institute of Hospitality has a strong partnership with the Ulster Business School and has recently awarded accreditation for the undergraduate suite of programmes (with the exception of Consumer Studies) which provide a comprehensive coverage of a range of awards aimed specifically at those aspiring to careers within the service industries and has a comprehensive quality assurance system."

Sinead Scott, Chairperson, Institute of Hospitality



Chartered Institute of Personnel and Development (CIPD)

"As the largest HR development professional body in Europe with over 135,000 members we pride ourselves on supporting and developing organisations and individuals responsible for the management and development of people. Membership of CIPD is now widely accepted as essential for employability within the profession. The Ulster Business School has a long and valued association with CIPD and looks forward to working with them on the accreditation of its programmes and its students' membership into the future."



Chartered Institute of Personnel and Development

The Marketing Institute Ireland

"The Marketing Institute of Ireland is the largest professional body for marketing people throughout Ireland, offering membership, qualifications and training. The Institute seeks to raise and uphold standards in the professional marketing practice of its members. The Institute has established strong relationships with the Ulster Business School and it offers final year students in Advertising and Marketing programmes the opportunity to undertake a final qualifying examination of the Institute leading to Graduate Membership."



Professor Pauric McGowan, Fellow of the Marketing Institute Ireland

Chartered Institute for Securities & Investment (CISI)

"The Chartered Institute for Securities & Investment is the largest and most widely respected professional body for those who work in the securities and investment industry in the UK, and in a growing number of financial centres around the world. We are delighted with the strong relationship we have built with the Ulster Business School and have acknowledged them as an accredited training provider to deliver our renowned Investment Operations Certificate, on a Graduate Development Programme. This has led to local employment for many within the financial services sector."



John O'Keeffe, Chartered Institute for Securities & Investment

Chartered Accountants Ireland (CAI)

"Established by Royal Charter in 1888, Chartered Accountants Ireland is the representative body for Chartered Accountants across Ireland and has over 20,000 members and 5,000 students. Chartered Accountants are leading business professionals, providing essential strategic guidance, expertise and consulting in every business sector. The Institute has a long and valued relationship with Ulster, having worked closely with the college on the composition of its Masters programme. The Institute offers attractive exemptions for Ulster students and the fact that many are successful in securing training contracts with firms is testament to the quality of education and calibre of students at the University of Ulster."



Bryan Rankin, Chartered Accountants Ireland

PROFESSIONAL BODY PARTNERSHIPS

Institute of Chartered Secretaries and Administrators (ICSA)

"Grad ICSA welcomes the opportunity to work in partnership with Ulster on the MSc in Management and Corporate Governance leading to Grad ICSA's internationally recognised qualification, ACIS."

Manager, ICSA



Chartered Institute of Bankers in Scotland

"The Chartered Institute of Bankers in Scotland's primary aim is to develop and maintain the highest industry-wide standards in the banking and financial services sector through the provision of top quality financial services qualifications. It is the only organisation worldwide that can confer Chartered banker status, the gold standard of financial professionalism, on its Members and Fellows. We have a long and valued relationship with the Ulster Business School and we look forward to welcoming their students into the Institute and to the industry."

Jim Bellany, Communications Manager, Chartered Banker, FCIBS



Chartered Insurance Institute

"The CII has 90,000 members and has been at the forefront in setting professional standards for the insurance industry for over a century. We look forward to working with the Ulster Business School in the future and welcoming their students into the Institute as members"

Caspar Bartington, Relationship Manager – Education, Chartered Insurance Institute



Chartered Financial Analyst (CFA) Society of the UK

The CFA Society of the UK (CFA UK) represents the interests of approximately 10,000 members of the investment profession, and is a leading member society of CFA Institute. CFA UK is the awarding body for the Investment Management Certificate (IMC), an entry-level, level 4 qualification for investment professionals that is used by leading investment firms. CFA UK has established a strong relationship with the Ulster Business School and recognises the alignment between the BSc (Hons) Finance Investment and Analysis programme and the IMC.

Cindy Sharman, Head of Learning & Development Outreach, CFA Society of the UK



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ADVERTISING & MARKETING





“

Genius without education
is like silver in the mine.

Benjamin Franklin

”

ADVERTISING

Advertising Modular Programme

Advertising meets the needs of those wishing to pursue a career in advertising and/or marketing.

ADVERTISING MAJOR COMBINATIONS

- Advertising with Accounting – N5N4 M BSc/AdAcc
- Advertising with Computing – N5G4 M BSc/AdComp
- Advertising with Drama – N5W4 M BSc/AdDra
- Advertising with Human Resource Management – N5N6 M BSc/AdHRM
- Advertising with Irish – N5Q5 M BSc/AdIr
- Advertising with Psychology – N5C8 M BSc/AdPsy

ADVERTISING MAIN COMBINATIONS

- Advertising and Human Resource Management – NN56 M BSc/AdvHRM
- Accounting and Advertising – NN4M M BSc/AccAdv

ADVERTISING MINOR COMBINATIONS

- Business Studies with Advertising – N1NA M BSc/BSAdv
- Drama with Advertising – W4NM M BA/DrAdv

THE PROGRAMME

Advertising meets the needs of those wishing to pursue a career in advertising and/or marketing.

Advertising is part of the modular suite of programmes at the Magee campus and gives you the opportunity to combine your study of Advertising with another chosen complementary discipline at Major, Main or Minor level.

The advertising profession offers very distinct, interesting and exciting career opportunities. The world of advertising and marketing is a highly competitive industry with new media being developed every day. Study Advertising and become a part of an expanding profession that is constantly reinventing itself.

Advertising and marketing skills and knowledge addressed throughout the programme include strategic and creative thinking, business fundamentals, brands and brand analysis, campaign development.

Most modules have a combination of coursework and examination at the end of the semester. Various assessment methods are used throughout the advertising

programmes. Some current examples of assessment include:

- The preparation of an advertising brief for an ad agency;
- Project Management – to complete a market research survey for a client;
- Strategic Brand Review – to make a pitch and present a storyboard for a client;
- Media Plan – to prepare a media plan for a [real] client.

STRUCTURE AND CONTENT

The programme includes key modules on advertising, business and marketing.

Advertising either as a Major, Main or Minor can be combined with another Honours subject available at the Magee campus.

In Year 3, students have the option to complete a work experience or a period of study abroad.

Students who opt to complete the work placement can select a work placement locally, nationally or internationally. Successful completion may lead to the award of the Diploma in Professional Practice upon graduation.

Alternatively, you may complete a semester of academic study at an approved university located in a foreign country. Successful completion of the study abroad period leads to the award of the Diploma in International Academic Studies upon graduation.

The possibilities for student exchanges include agreements with universities in other parts of Europe within the ERASMUS

scheme, and with the USA through StudyUSA.

Advertising Main students will take the following core modules:

Year 1: Advertising Theory and Practice; Consumer Behaviour; Principles of Marketing

Year 2: Creative Development; Media Buying and Planning; Account Management and Planning (Client Services and Brands).

Advertising Minor students will take the following core modules:

Year 1: Advertising Theory and Practice; Consumer Behaviour

Year 2: Media Buying and Planning; Account Management and Planning (Client Services and Brands).

Year 3/4: Advertising Management; Advertising Campaigns.

PROFESSIONAL RECOGNITION

The Department of International Business has strong ties with the major professional advertising and marketing organisations. Students may be eligible for exemptions from the Institute of Advertising Practitioners in Ireland (IAP), the Chartered Institute of Marketing (CIM) and the Marketing Institute of Ireland (MII).

Advertising students will benefit from our strong ties with the major professional advertising and marketing organisations. We are very pleased that our Advertising students will have the guidance

of a Chartered Professional Body to help them in their studies and careers – we will arrange for each one of our students to automatically become members of the Chartered Management Institute, giving them access to a wide range of CMI materials and events throughout the programme.

CAREER OPTIONS

Academic staff maintain close ties with the industry, and take full advantage of the thriving advertising market in the island of Ireland. So, there will be excellent opportunities for placements, exposure to guest lecturers, real clients for projects – and serious job prospects.

On completion of the programme, you will be a new advertising professional, knowledgeable in the basics of the industry and ready for the most exciting part of your career – those first few years on the job. Employers will be eager to take you, as a new graduate, to the next level through on-the-job training or you may want to pursue a postgraduate qualification.

The aim of the modular programme is to expose students to an academically challenging programme in Advertising. As part of the modular suite of programmes, you can combine your study of Advertising with another chosen complementary discipline at the Major, Main or Minor level. This means that you can base your choice of subject on your career aspirations at an early stage.

Magee Campus

ADVERTISING

BSc Hons Advertising

N561 M BSc/Adv

The BSc Hons Advertising meets the needs of those wishing to pursue a career in advertising and/or marketing, and provide the basis for graduates to take postgraduate programmes up to doctoral level.

THE PROGRAMME

The programme focuses on the key advertising, business and marketing knowledge and skills which are important for a graduate seeking a managerial career in advertising or marketing.

Important advertising and marketing skills, for example, strategic and creative thinking are addressed throughout the programme.

STRUCTURE AND CONTENT

You will study the following core modules:

Year 1: Advertising Theory and Practice; Consumer Behaviour; Organisations and Management; Principles of Marketing;

Information and Study Skills Management; Introduction to Accounting.

Year 2: Creative Development; Design Typography; Media Buying and Planning; Marketing Communications; Market Research; Account Management and Planning (Client Services and Brands)

In **Year 3**, students have the option to complete a work experience or a period of study abroad.

Students who opt to complete the work placement can select a work placement locally, nationally or internationally. Successful completion may lead to the award of the Diploma in Professional

Practice upon graduation.

Alternatively, you may complete a semester of academic study at an approved university located in a foreign country. Successful completion of the study abroad period leads to the award of the Diploma in International Academic Studies upon graduation. The possibilities for student exchanges include agreements with universities in other parts of Europe within the ERASMUS scheme, and with the USA through StudyUSA.

Year 3/4: Advertising Management; Entrepreneurship and Innovation; Marketing Management; Advertising Campaigns; Business Strategy; International Marketing.



PROFESSIONAL RECOGNITION

Students may be eligible for exemptions from the Institute of Advertising Practitioners in Ireland (IAPI), the Chartered Institute of Marketing (CIM) and the Marketing Institute of Ireland (MII).

Students will benefit from our strong ties with the major professional advertising and marketing organisations. We are very pleased that our students will have the guidance of a Chartered Professional Body to help them in their studies and careers – we will arrange for each one of our

students to automatically become members of the Chartered Management Institute, giving them access to a wide range of CMI materials and events throughout the programme.

CAREER OPTIONS

On completion of the programme, you will be a new advertising professional, knowledgeable in the basics of the industry and ready for the most exciting part of your career – those first few years on the job.



Magee Campus

ADVERTISING

BSc Hons Creative Advertising Technologies

N560 M BSc/CrAdT

This programme is aimed at those who want a career in the advertising and marketing sector, who are interested in how technology enhances advertising and marketing campaigns, and who have the creative flair to succeed in this competitive industry.

STRUCTURE AND CONTENT

In Years 1 and 2 you will take modules in the key disciplines of advertising, design and creative technologies as well as some modules which will enable you to appreciate the wider commercial context in which business operates. In the final year, you will build on this foundation to deepen your knowledge and understanding and complete a major project which brings together the fields of advertising, design and creative technologies.

The programme consists of the following modules:

Year 1: Issues in Visual Design; Advertising Theory and Practice; Digital Audio Production 1/Digital Video Production 1; Principles of

Marketing; Consumer Behaviour; Digital Audio Production 2/Digital Video Production 2

Year 2: Creative Development; Marketing Communications; Multimedia Authoring; Design Typography; Account Management Planning; Social Media and Creative Business

In **Year 3**, students have the option to complete a work experience or a period of study abroad. Students who opt to complete the work placement can select a work placement locally, nationally or internationally. Successful completion may lead to the award of the Diploma in Professional Practice upon graduation.

Alternatively, you may complete a semester of academic study at an approved university located in a foreign country. Successful completion of the study abroad period leads to the award of the Diploma in International Academic Studies upon graduation. The possibilities for student exchanges include agreements with universities in other parts of Europe within the ERASMUS scheme, and with the USA through StudyUSA.

Year 3/4: Advertising Management; Marketing Management; Interactive Media Systems;

Advertising Campaigns; Major Project 1; Major Project 2



PROFESSIONAL RECOGNITION

Students may be eligible for exemptions from the Institute of Advertising Practitioners in Ireland (IAPI), the Chartered Institute of Marketing (CIM) and the Marketing Institute of Ireland (MII).

CAREER OPTIONS

On completion of the programme, you will be a new creative advertising professional,

knowledgeable in the basics of the industry and ready for the most exciting part of your career – those first few years on the job. Employers will be eager to take you, as a new graduate, to the next level through on-the-job training or you may want to pursue a postgraduate qualification.



Jordanstown Campus

MARKETING

BSc Hons Marketing

N505 J BSc/Mktg

This innovative programme will prepare you to pursue a marketing and/or marketing-related career. It also provides a solid foundation for postgraduate study. The degree will help you to develop a vast array of skills, focusing particularly on communication and problem solving.

THE PROGRAMME

The programme will provide you with the technical and intellectual competence to build a career in marketing. It will expose you to an academically challenging and intellectually stimulating suite of modules. The modules are designed to enable you to communicate effectively in different contexts; appreciate the importance of understanding consumer needs; achieve academic competence in marketing; and, demonstrate an informed awareness of change in the business environment.

STRUCTURE AND CONTENT

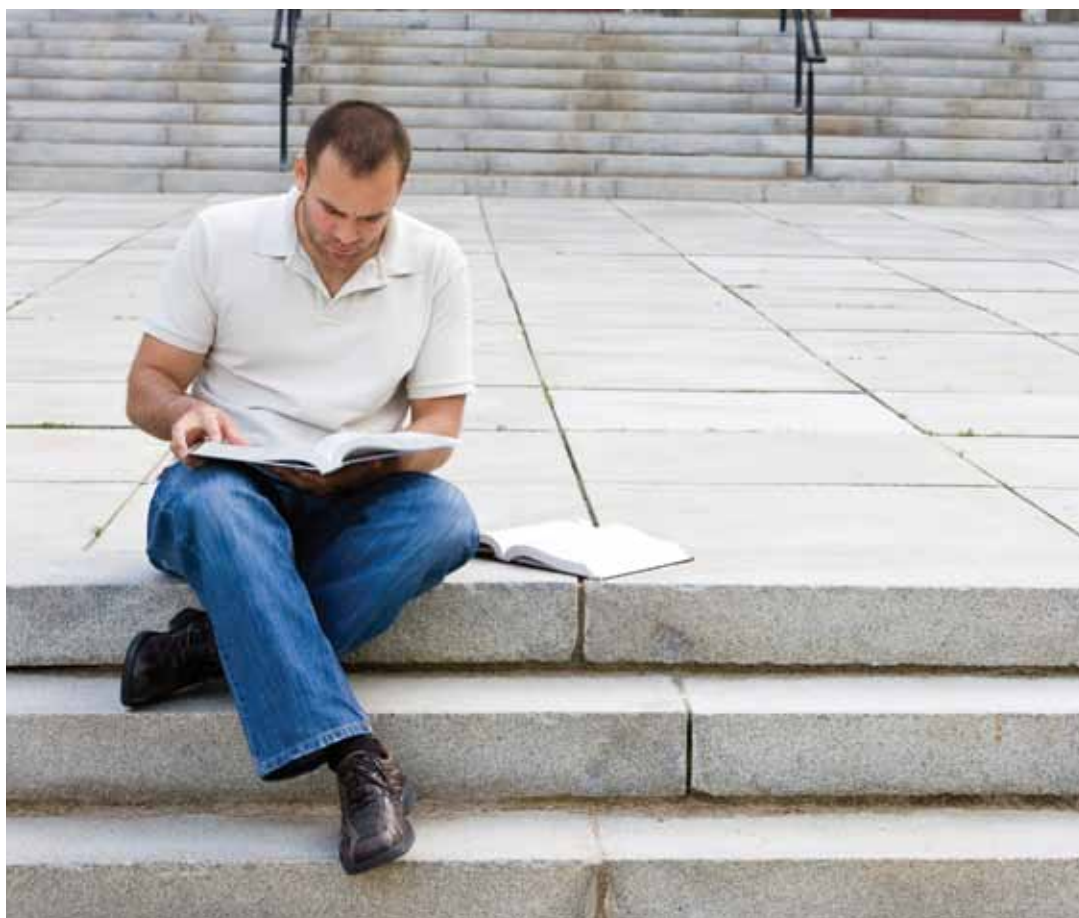
Year 1: Personal Employability Skills; Fundamentals of Marketing; Brands and Branding; Accounting for Marketing; Fundamentals of Management; Effective Communication.

Year 2: Marketing Management; Consumer Behavior; Marketing Me; Marketing Research; Business Venturing; Advertising and promotion.

In **Year 3**, students have the option to complete a work experience or a period of study abroad. Students who opt to complete the work placement

can select a work placement locally, nationally or internationally. Successful completion may lead to the award of the Diploma in Professional Practice upon graduation.

Alternatively, you may complete a semester of academic study at an approved university located in a foreign country. Successful completion of the study abroad period leads to the award of the Diploma in International Academic Studies upon graduation. The possibilities for student exchanges include agreements with universities in other parts of Europe within the ERASMUS



scheme, and with the USA through StudyUSA.

Final Year: Digital Marketing; Innovation and Entrepreneurship; Global Marketing; Strategic Management and two from a list of optional modules.

PROFESSIONAL RECOGNITION

Upon completion of the programme, you can obtain exemptions from professional examinations. Professional bodies such as The Marketing Institute

of Ireland and The Chartered Institute of Marketing can provide you with information about such exemptions.

CAREER OPTIONS

When you graduate, you will be in a position to pursue a broad range of progressive marketing management careers in the public, private and/or not-for-profit sectors. You may also wish to consider proceeding directly to postgraduate study in marketing or a related area.

Marketing can also be studied as a minor option. See pages 30, 46, 52 and 80 for more details.

“

It is a great programme
with a wonderful
support team of staff
and lecturers. ”

SHAUNA MULLEN





MEET

Shauna Mullen

BSc Hons Marketing

The reason I chose BSc Hons Marketing in the Ulster Business School was because I found the specification for the degree interesting. I was delighted with my choice as I loved the programme and everyone belonging to it.

I did my placement in Hastings, Europa Hotel and I found this experience invaluable. Since leaving University I have been offered a job within the group in the Everglades Hotel as Events Co-Ordinator.

Overall I loved my four years as a student at University of Ulster in the Ulster Business School. It has been the best years of my life, both socially and educationally. I would recommend to any future students that BSc Hons Marketing is a great choice for anyone interested in a career in business or marketing.

ACCOUNTING & FINANCE

“

Develop a passion for learning. If you do, you will never cease to grow.

Anthony J. D'Angelo

”



ACCOUNTING

Accounting Modular Programme

The modular approach to studying Accounting at the Magee campus empowers you with extensive choice.

ACCOUNTING MAIN COMBINATIONS

- Accounting and Advertising – NN4M M BSc/ AccAdv
- Accounting and Human Resource Management – NN46 M BSc/AccHRM
- Accounting and Marketing – NN45 M BSc/AccMkt
- American Studies with Accounting - UCAS Code: T7NK M BA/ASwAcc
- Business Studies with Accounting - N1N4 M BSc/ BusAc
- Irish History with Accounting - UCAS Code: V2N4 M BA/IrHisAc
- Law with Accounting - UCAS Code: M1N4 M LLB/LawAcc

ACCOUNTING MINOR COMBINATIONS

- Advertising with Accounting – N5N4 M BSc/ AdAcc

THE PROGRAMME

The programmes give you the opportunity to combine your study of Accounting with another chosen complementary discipline. We offer you the opportunity to study Accounting in a number of ways:

1) Accounting may be taken as a Main programme combined with another subject to create a Joint Honours degree.

2) As a Minor subject in combination with another Major subject chosen from a range of available options across the campus.

The Main programme options allow you to combine two principal subject areas from the business arena and to develop your skills and expertise necessary for an aspiring professional career in accountancy. You will follow

core management topics as well as more specialist accounting modules. As a graduate, you will have advanced standing from which to continue your studies for the professional accountancy examinations, and to serve as a valuable foundation for a career in business.

STRUCTURE AND CONTENT

You undertake six core modules in each year of academic study.



The programme contains a combination of three modules related to each Main subject in each academic year.

First year provides a broad knowledge of business subjects as a sound basis for further study. Other modules studied in first year are: Accounting, Economics, Human Resource Management, Marketing and Organisation and Management Studies.

In the second year Accounting students take modules in Management Accounting, Business Law and Financial Accounting. Students also take three modules from their second chosen subject.

In Year 3, students have the option to complete a work experience or a period of study abroad.

Students who opt to complete the work placement can select a work placement locally, nationally or internationally. Successful completion may lead to the award

of the Diploma in Professional Practice upon graduation.

Alternatively, you may complete a semester of academic study at an approved university located in a foreign country. Successful completion of the study abroad period leads to the award of the Diploma in International Academic Studies upon graduation.

The possibilities for student exchanges include agreements with universities in other parts of Europe within the ERASMUS scheme, and with the USA through StudyUSA.

In the final year students continue with Accounting modules: Business Taxation, Advanced Financial Accounting, and Managerial Finance in addition to modules from their other subject.

PROFESSIONAL RECOGNITION

Depending upon your choice of pathway and modules you may be eligible for exemption from certain examinations of the professional

bodies concerned with accounting, marketing or human resource management. Further information on exemptions can be obtained from the professional bodies or from the School Office.

CAREER OPTIONS

Accounting graduates are well placed for a professional career in accountancy; management in the business arena or to avail of the opportunities in the public sector. Depending upon the choice of the second Main subject, graduates will have additional skills in particular management functions.

Accounting degrees are particularly suited for graduates wishing to go on to develop a career in accountancy by completing the professional body examinations. Graduates may also proceed to postgraduate study or research in business-related areas.

Jordanstown Campus

ACCOUNTING

BSc Hons Accounting

N400 J BSc/Acc

This degree will provide you with a solid foundation from which to continue studies for professional accountancy examinations. The programme is continually reviewed and updated to meet the needs of employers and the professional accountancy bodies and ensures you can avail of as many exemptions from the professional accounting exams as possible.

THE PROGRAMME

The programme is continually reviewed and updated to meet the needs of employers and the professional accountancy bodies and ensures you can avail of as many exemptions from the professional accounting exams as possible. The teaching and learning approach on this programme will ensure that you develop highly competent written and oral communication skills and other important transferable skills to optimise employment opportunities. For this reason and the high employment rates associated with the programme, it attracts large numbers of

applications from high calibre students.

Student achievements on the degree are recognised through prizes and awards sponsored by leading employers including KPMG, ACCA, CPA, HD Mooney, Baker Tilly Mooney Moore, Henry Murray & Co. and PwC.

STRUCTURE AND CONTENT

Year 1: Accounting 1; Study Skills in HE; Introduction to Personal Finance; Quantitative Analysis; Business Economics; Accounting 2; Costing; Quantitative Analysis; Business Economics.

Year 2: Financial Accounting; Management Accounting; Career Planning & Personal Development; Taxation 1; Managerial Finance; Company Law; Business Law.

Final Year: Advanced Management Accounting; Audit and Assurance; Option 1; Advanced Financial Accounting; Issues in Corporate Governance; Option 2.

PROFESSIONAL RECOGNITION

The programme has been accredited by all UK and Ireland professional accounting bodies



(Chartered Accountants Ireland, ACCA and CIMA). Students may gain exemption from professional exemptions depending on the modules selected for study and the final module mark obtained.

CAREER OPTIONS

There is a considerable demand for accountants in business, industry and the public service. This degree will provide you with an excellent basis for pursuing a professional qualification with one of the accountancy bodies. A qualified accountant may take up a position as a Practitioner providing audit, accountancy

and taxation services to a variety of businesses and individuals; a Financial or Management Accountant in a large commercial enterprise or within central or local Government; a Taxation Specialist; a Management Consultant or an Educationalist. The degree may, depending on classification obtained, permit further study at postgraduate level.

Accounting can also be studied as a minor option. See pages 18, 46 and 52 for more details.



ACCOUNTING AND LAW

BSc Hons Accounting and Law

NM41 J BSc/AcALaw

This degree will provide you with a solid foundation from which to continue studies for professional accountancy examinations.

THE PROGRAMME

The overall aim of the degree is to:

- Develop your core knowledge and understanding of the principles, issues and applications of accounting and law and of the broader financial and economic environment;
- Enable the development of intellectual skills including critical, analytical and problem-solving skills relevant to law, business finance and investment decision-making;
- Highlight the relevance of legal knowledge to the needs of the community whether at a local, regional, national, European or international level;
- Support the development of a range of subject-specific and generic transferable skills;
- Develop students' ability

to analyse, interpret and communicate legal and financial information; and

- Develop your interpersonal, research, computing and communication skills.

STRUCTURE AND CONTENT

All modules are compulsory due to the accreditation and recognition requirements of the accounting and law professional bodies:

Year 1: Introduction to law; Accounting 1; Quantitative Analysis; Study Skills for Higher Education; Criminal Law; Law of Tort ; Costing.

Year 2: Introduction to Personal Finance; Business Economics; Contract Law; Public Law 1; Accounting 2; Taxation 1; European Law.

Year 3: Introduction to Property Law; Financial Accounting; Management Accounting; Business and Commercial Law; Land law; Managerial Finance.

Intercalary/placement year (Optional): Industrial placement (optional)/study abroad (optional).

Year 4/5: Company Law; Advanced Management Accounting; Equity and Trusts; Advanced Financial Accounting; Taxation 2; Law of Evidence.

EXEMPTIONS AND TRANSFERABILITY

On successful completion (and on obtaining a minimum mark, typically 50%, in certain modules), you will have similar exemptions from the professional examinations of Chartered Accountants Ireland (CPI) as those on an accounting



degree. You will also have a qualifying law degree (QLD) recognised for entry into the legal profession by the Law Society and Bar Council (Northern Ireland) and the Joint Academic Stage Board of the Solicitors Regulation Authority and the Bar Standards Board for England and Wales.

PROFESSIONAL RECOGNITION

Accredited by:

- Chartered Accountants Ireland (CAI)
- The Association of Chartered Certified Accountants (ACCA)
- The Chartered Institute of Management Accountants (CIMA)

Recognised by:

- Joint Academic Stage Board for England and Wales (JASB) – QLD Status
- Law Society and Bar Council of Northern Ireland (IPLS and GSPLE) – QLD Status

CAREER OPTIONS

Demand for graduates with these backgrounds is strong, both in large accounting firms that have forensic departments and/or litigation departments and from legal firms, in particular from those specialising in corporate law.



Magee Campus

ACCOUNTING

BSc Hons Accounting and Managerial Finance

NN43 M BSc/AccMF

This programme provides the basis for you to study for a career in accountancy, finance or the general business area. The degree will nurture communication, interpersonal and problem-solving skills as well as providing a thorough grounding in the keystone disciplines of accounting and finance.

THE PROGRAMME

This programme provides the basis for you to study for a career in accountancy, finance or the general business area. The degree will nurture communication, interpersonal and problem-solving skills as well as providing a thorough grounding in the keystone disciplines of accounting and finance.

Skills essential to the daily work of the accounting profession such as problem solving, planning, and decision making are developed throughout the programme either individually or in small groups.

STRUCTURE AND CONTENT

In **Year 1** you study financial accounting, costing, quantitative methods, organisation and management, economics and study skills techniques.

Year 2 comprises six compulsory modules which develop knowledge gained in Year 1. The modules studied include Financial Accounting, Personal Finance, Business and Company Law, Managerial Finance, Management Accounting and Business Taxation. In addition, students undertake preparation for industrial placement.

In **Year 3**, students have the option to complete a work experience or a period of study abroad.

Students who opt to complete the work placement can select a work placement locally, nationally or internationally. Successful completion may lead to the award of the Diploma in Professional Practice upon graduation.

Alternatively, you may complete a semester of academic study at an approved university located in a foreign country. Successful completion of the study abroad period leads to the award of the



Diploma in International Academic Studies upon graduation. The possibilities for student exchanges include agreements with universities in other parts of Europe within the ERASMUS scheme, and with the USA through StudyUSA.

In **Final Year**, students undertake five compulsory modules. The areas of study include Managerial Finance, Management Accounting, Economics, Business Taxation and Financial Accounting. Students

choose an optional module from either Forensic Accounting or Business Strategy.

PROFESSIONAL RECOGNITION

The Department of International Business has strong ties with the major professional accountancy institutions. The majority of the accounting staff are members of professional accountancy bodies. The programme is accredited by Chartered Accountants Ireland (CAI).

CAREER OPTIONS

The programme is designed to facilitate the career aspirations of those wishing to pursue a career in accountancy or finance.



FINANCE AND INVESTMENT ANALYSIS

Jordanstown Campus

BSc Hons Finance and Investment Analysis

N321 J BSc/FIA

This professionally relevant programme has been designed to meet the needs of the wholesale financial services segment of the financial services sector.

THE PROGRAMME

You will gain an in-depth knowledge of the core finance principles with a practical understanding of how theory informs professional practice in preparation for a career in wholesale financial services and/or postgraduate studies in finance or cognate disciplines.

STRUCTURE AND CONTENT

The first year comprises six compulsory modules. Subject areas including financial institutions and markets, microeconomics, quantitative methods, and accounting establish the academic foundation for the second year of the programme.

In second year you develop subject specialism. You will take six specialist finance modules which develop knowledge and skills in areas including corporate finance, money and the economy, financial econometrics, further

financial accounting and two modules which will introduce you to derivative and cash market securities.

You may have the opportunity to be placed in a finance-industry-related environment in third year. This will provide a link between the subjects you have been studying and their application in a 'real world' setting, as well as allowing you to further develop your personal profile and finance skills base. Satisfactory completion of the placement period will lead to the award of the Diploma in Professional Practice. You spend your final year developing specialist in-depth knowledge of portfolio management, international investment, financial statement analysis, corporate finance, quantitative analysis and the fundamental principles underpinning risk management.

PROFESSIONAL RECOGNITION

The CFA Society of the UK recognises that the BSc Hons Finance and Investment Analysis at Ulster Business School provides significant cover of the Investment Management Certificate (IMC) syllabus. The IMC is the investment profession's benchmark entry-level qualification. The BSc Hons Finance and Investment Analysis was designed after consultation with the Chartered Institute for Securities and Investment (CISI) and has maintained strong professional links with this professional body. Graduates with the appropriate modules are also eligible to obtain exemptions from certain examinations of professional bodies such as the Chartered Insurance Institute (CII)



CAREER OPTIONS

Graduates will be well placed to gain employment in financial centres such as London and Dublin. A diverse set of career opportunities are open to suitably qualified graduates. More generally, the skill set embodied in the degree are in high demand by employers. Graduates could also pursue careers in general business or the public sector and would be prepared for postgraduate study in finance or cognate disciplines.



CII

imc Investment
management
certificate

CISI
CHARTERED INSTITUTE FOR
SECURITIES & INVESTMENT

“Did you know that the UK insurance profession is the largest in Europe and the third largest in the world!”

“

I specialise in the teaching of and research into the development of accounting standards in the United Kingdom. I have published 14 books and numerous articles in both academic and professional journals. ”

ROBERT J KIRK



MEET

Professor Robert J Kirk

Department of Accounting

I graduated with a degree in Economics in 1972 and then trained as an Irish Chartered Accountant with Price Waterhouse before embarking on an academic career.

I taught mainly on the professional examination courses for ICAI, CPA, CIMA and ACCA in Belfast and Dublin before moving to the University of Ulster in 1992. In 1994 I was appointed to the Chair in Financial Reporting at Ulster. In 1994 I was appointed as Professor of Financial Reporting at Ulster.

I specialise in the teaching of and research into the development of accounting standards in the United Kingdom. I have published 14 books and numerous articles in both academic and professional journals.

BUSINESS

A photograph of a person sitting on a brown leather couch, reading a book. A silver laptop is open on their lap. The scene is dimly lit, with a warm light source from the left. The background is dark and out of focus.

“

Education is the most powerful weapon which you can use to change the world.

Nelson Mandela

”

BUSINESS MANAGEMENT

BSc Hons Business Management

N201 C BSc/BusMgt

The degree will provide you with a broad-based business education and prepare you for a career in general business and management.

STRUCTURE AND CONTENT

Six modules are taken in each year of study. In Year 1 you study six modules covering the core disciplines of management and organisation, accounting, marketing, economics, business statistics and academic and personal effectiveness, establishing a sound foundation for further study.

Second year allows you to develop your knowledge and understanding in areas such as accounting practices, marketing, information systems and management of people, organisations and operations within the context of the global external environment.

In Year 3 you have the opportunity to complete an industrial placement. Satisfactory completion of the placement period will lead to the award of the Diploma in Professional Practice.

You may also study abroad for a year within a European or USA partner college. European study is supported through the Erasmus Scheme and the USA study through StudyUSA. Study abroad can offer exposure to alternative business cultures and protocols and enhance your personal and professional development. Successful completion of the year abroad leads to the award of the Diploma in International Academic Studies on graduation.

The final year allows you to build on the knowledge and skills provided in previous years as well as providing the chance to develop in areas of interest through a choice of an optional module in each semester. Typically you might study options such as marketing communications, entrepreneurship and small business management, resourcing people, innovation management and new venture creation.

PROFESSIONAL RECOGNITION

We are in the process of attaining the accreditation and exemptions with the major professional bodies.

CAREERS AND POSTGRADUATE OPPORTUNITIES

The majority of graduates are expected to gain employment at management level in areas such as finance, personnel and marketing, in industry and commerce, government agencies and other public sector organizations in Northern Ireland and further afield. You also have the opportunity to proceed to postgraduate study or research.

MEET

Ailill Breffni

BSc Hons Business Studies with Computing

The Ulster Business School immediately stood out to me given its reputation as a well-established institute for business education. I was particularly impressed by the number of research papers published, and their partnerships with several prominent and professional accreditation bodies.

I really enjoyed my first two years on the programme and, in my placement year (year 3), I completed a twelve month internship with Microsoft Ireland in Dublin. My placement was challenging yet an incredibly rewarding experience. At the end of my placement I was evaluated to be a strong candidate for the company's graduate programme.

My advice is to remember that an education can open more doors than you can ever imagine. Work hard and you will make the most of an amazing opportunity to earn a valuable degree and make some of your closest friends.

Overall my experience at the Ulster Business School during my Bachelor's was unforgettable. I was given the opportunity to gain many new skills, experience the workplace at a multinational company, live on a vibrant, lively campus, and meet some really great people.

BUSINESS

Business Modular Programme

Business at Coleraine may be taken as a Major subject with either a Minor business specialism (Accounting; Marketing; and Retail Studies) or a range of non-business Minor specialisms.

SPECIALIST BUSINESS RELATED MINORS:

- Business with Accounting – N1NK C BSc/BuAcc
- Business with Marketing – N1NN C BSc/BusMkt
- Business with Retail Studies – N1N2 C BSc/BuRtSt

NON-BUSINESS MINOR SPECIALISMS:

- Business with Computing – N1GJ C BSc/BusCom
- Business with Education – N1X3 C BSc/BusEd
- Business with Environmental Science – N1F8 C BSc/BusES

- Business with French – N1RC C BSc/BFr
- Business with Geography – N1FV C BSc/BusGeo
- Business with German – N1RF C BSc/BGr
- Business with International Development – N1L9 C BSc/BusID
- Business with Media Studies – N1PH C BSc/BuMS
- Business with Psychology – N1CV C BSc/BWPsy
- Business with Spanish – N1RK C BSc/BSp

THE PROGRAMME

These modular combinations have been designed to provide a broad understanding of business and management while allowing for specialisation in a chosen subject and, as such, provide an opportunity to develop expertise in two areas which can lead to a variety of career opportunities.

You will be provided with the opportunity to develop key skills such as self-discipline, team work, leadership, creative thinking, problem-solving, critical reflection and decision-making as these are essential in business. Assessment strategies and methods are designed to develop these skills and enhance your knowledge base.

STRUCTURE AND CONTENT

In Years 1 and 2 all of the business modules are compulsory which allows you to establish a sound foundation in business. Subject areas covered in first year include Organisational Studies, Accounting for Decision-Makers, Foundations of Marketing and Academic and Personal Effectiveness.



Second year modules build on the knowledge and key skills developed in first year and students will study Management Information Systems and Professional and Personal Effectiveness, Fundamentals of Human Resource Management, Management of Organisations and e-Commerce.

At the end of second year you have the opportunity to take a work placement.

In the final year you continue your study of business across a number of key areas. There are two compulsory modules, Resourcing People, and Contemporary Issues in Management and a range of optional modules. Examples include Entrepreneurship and Small Business Management, Innovation Management, New Venture Creation, e-Services, Marketing Communications, Research Skills, Services in Context and finance modules.

CAREER OPTIONS

The programme combinations offer a wide and varied range of career opportunities including: marketing, management consultancy; general management, e-commerce, government and public sector bodies, economic development agencies and personnel management. You also have the opportunity to proceed to postgraduate study.

BUSINESS INFORMATION SYSTEMS

BSc Hons Business Information Systems

N900 M BSc/BISys

This honours degree programme will enable you to obtain a foundation in the disciplines of business and information technology.

THE PROGRAMME

This programme seeks to provide you with an academically challenging and intellectually stimulating study of the subjects and disciplines associated with a career in the field of business information systems, business management, or technology management.

STRUCTURE AND CONTENT

This programme will have an equal number of business and technology modules. This will develop a sound grounding in principle and theory as well as the ability to apply the concepts to practical situations.

All modules in Year 1, 2 and 4 (levels four, five and six) are compulsory. The placement module (Year 3) is optional.

Modules

Year 1: Business Information systems; Systems Analysis and Design; Database Systems; Information and Study Skills Management; Introduction to Economics; Organisation and Management Studies

Year 2: Business Systems Improvement; Project Management; Business Research and Decision Making; Computer Information Systems Technologies; Systems Development; Web Database Development.

Year 3: Optional placement

Year 4: Business Strategy; Entrepreneurship And Innovation; Macro Economic And Business Environment; Advanced Interactive Web Development; Intelligent Multimedia; Knowledge Management.

CAREER OPTIONS

There is a variety of employment options available to graduates, including careers in information systems, business management and systems analysis.



BUSINESS STUDIES

BSc Hons Business Studies

N100 J BSc/BusS

This degree prepares you for a career in business management in industry, commerce or the public sector. It focuses on the acquisition and application of knowledge relevant to the role of the manager in the rapidly changing environment which is the modern business world.

THE PROGRAMME

It focuses on the acquisition and application of knowledge relevant to the role of the manager in the rapidly changing environment which is the modern business world. The programme also provides you with opportunities to develop and enhance your range of personal and interpersonal transferable skills which are vital to successful performance in the workplace.

STRUCTURE AND CONTENT

The programme is designed to equip you with a broad range of subjects specifically focused on a business career. It comprises a total of 19 modules, 15 of which are compulsory.

In first year you will study the following: Business Accounting, Business Law, Business Statistics, Business and the Economy, Fundamentals of Marketing, Management Skills, and Introduction to Management.

In second year the following modules are compulsory: Accounting for Business Decisions, Graduate Employment Skills, Operations Management and Managing People. You will be able to choose two modules in the areas of: Human Resource Management, Marketing, Law, Economics and Accounting and Finance.

You can undertake a period of paid work experience in the third year. Students who have successfully completed Years 1 and 2, and who do not wish to undertake work experience or academic study abroad may proceed directly to Final Year.

The final year will comprise of four compulsory and two optional modules: Issues in Corporate Governance, Business Strategy, Enterprise Development and Management of Change. Your options may be drawn from similar subject areas as in second year.



PROFESSIONAL RECOGNITION

As a result of choosing particular optional modules, graduates may be eligible for exemption from parts of the qualifying examinations for admission to a number of professional bodies including those concerned with accounting, marketing and personnel management.

CAREER OPTIONS

Graduates in Business Studies possess a combination of knowledge and skills which is attractive to a wide range of

potential employers. The career opportunities available include management level posts in finance, production, purchasing, personnel and marketing in industry and commerce, both in Northern Ireland and further afield. Many graduates pursue successful careers in the Civil Service, government agencies and other public sector organisations. Each year a number of graduates proceed to postgraduate studies for the award of Diplomas, Masters degrees or Doctorates in a variety of disciplines.

"Did you know that you don't have to have a Business Studies A Level to study Business at the Ulster Business School!"

BUSINESS STUDIES

Business Studies Modular Programme

The flexible structure of this programme provides you with the opportunity of choosing a pathway to suit your own personal interests and career aspirations.

BUSINESS STUDIES MODULAR PROGRAMME:

- Business Studies with Accounting – N1N4 M BSc/ BusAc
- Business Studies with Advertising – N1NA M BSc/ BSAdv
- Business Studies with Computing – N1GK M BSc/ BSComp
- Business Studies with Drama – N1W4 M BSc/BusSD
- Business Studies with Human Resource Management – N1N6 M BSc/BusHrm
- Business Studies with Irish – N1Q5 M BSc/BusIr
- Business Studies with Marketing – N1N5 M BSc/ BusMKg
- Business Studies with Psychology – N1C8 M BSc/ BusPsy

THE PROGRAMME

The flexible structure of this programme provides you with the opportunity of choosing a pathway to suit your own personal interests and career aspirations.

The application of modern information technology has transformed the operation of the global economy, business graduates with the knowledge and skills required to enhance the

effectiveness of modern business are in demand. You will also gain additional skills in management functions, such as accounting, marketing or human resource management.

The programme equips graduates for a management career in industry, commerce or the public sector. It also provides the entrepreneurial and innovation skills necessary for the creation

of new business ventures and to stimulate the competitive impetus for managing and developing existing businesses.

COMBINATIONS

Business Studies may be taken as a Major programme with a Minor option in a chosen subject. The options available are outlined above.



STRUCTURE AND CONTENT

Business Studies Major programmes contain a core of four modules in each year of academic study, combined with two additional modules from your chosen Minor subject.

First year modules include Accounting, Economics and Organisation and Management Studies. In the second year modules include Human Resource Management, Marketing, Management Accounting and Applied Project Management. In addition students elect to study the appropriate modules from their Minor subject.

In Year 3, students have the option to complete a work experience or a period of study abroad.

Students who opt to complete the work placement can select a work placement locally, nationally or internationally. Successful completion may lead to the award of the Diploma in Professional Practice upon graduation.

Alternatively, you may complete a semester of academic study at an approved university located in a foreign country. Successful completion of the study abroad period leads to the award of the Diploma in International Academic Studies upon graduation.

The possibilities for student exchanges include agreements with universities in other parts of Europe within the ERASMUS scheme, and with the USA through StudyUSA.

In the final year students continue with modules from their chosen pathway in addition to modules such as Business Strategy, Entrepreneurship and Innovation, Managerial Finance and Macroeconomics in the Business Environment.

PROFESSIONAL RECOGNITION

Depending upon your choice of pathway and modules you may be eligible for exemption from certain examinations of the professional bodies concerned with accounting,

marketing or human resource management. Further information on exemptions can be obtained from the professional bodies or from the School Office.

CAREER OPTIONS

Business graduates are well-placed for a management career in the business arena or to take advantage of the increased opportunities in the public sector. Depending upon the choice of specialism, graduates will have additional skills in management functions particularly accounting, human resource management and marketing. They will also have attractive opportunities for professional development within the business related professions, for example Chartered Accountants Ireland or The Chartered Institute of Marketing. Graduates may also proceed to postgraduate study or research in business-related areas.

BUSINESS STUDIES

BSc Hons Business Studies

N125 M BSc/BStds

The modular approach to studying business at the Magee campus provides you with an extensive choice. Business Studies may be taken as this single honours degree or in conjunction with a specialist subject from the business area.

STRUCTURE AND CONTENT

Business Studies and Business Studies with Specialisms programmes have a common first year. By enabling students in first year to sample a module from each of the potential specialism areas this structure facilitates delayed and informed choice of pathway until Year 2.

Year 1 contains six compulsory modules of study, including an extended induction and study skills module. The common first year provides a broad knowledge of business subjects which facilitates informed choice of your specialism for study in Year 2. Other

modules studied are: Accounting, Economics, Human Resource Management, Marketing and Organisation and Management Studies.

In the second year students can follow the general Business Studies path or take a specialism from one of three pathways namely, Accounting, Human Resource Management or Marketing and students elect to study the appropriate modules. In addition the following common modules will be undertaken: Management Accounting, Business Systems Improvement, Applied Project Management and

Business Research and Decision Making.

Students who opt to complete the work placement can select a work placement locally, nationally or internationally. Successful completion may lead to the award of the Diploma in Professional Practice upon graduation.

Alternatively, you may complete a semester of academic study at an approved university located in a foreign country. Successful completion of the study abroad period leads to the award of the Diploma in International Academic Studies upon graduation.



The possibilities for student exchanges include agreements with universities in other parts of Europe within the ERASMUS scheme, and with the USA through StudyUSA.

In Final Year students continue with modules from their chosen pathway in addition to modules such as Business Strategy, Entrepreneurship and Innovation, Managerial Finance and Macroeconomic and Business Environment.

PROFESSIONAL RECOGNITION

Depending upon your choice of pathway and modules you may be eligible for exemption from certain examinations of the professional bodies concerned with accounting, marketing or human resource management.

CAREER OPTIONS

Business graduates are well-placed for a management career in the business arena or to take advantage of the increased opportunities in the public sector.

Depending upon the choice of specialism, graduates will have additional skills in management functions particularly accounting, human resource management and marketing. They will also have attractive opportunities for professional development within the business related professions, for example Chartered Accountants Ireland or The Chartered Institute of Marketing. Graduates may also proceed to postgraduate study or research in business-related areas.

“

I loved my time at the University of Ulster and I would recommend it to many. I am more assertive, confident and employable than ever.

”

ANGELA O'NEILL





MEET Angela O'Neill

BSc Hons Business with Retail Studies

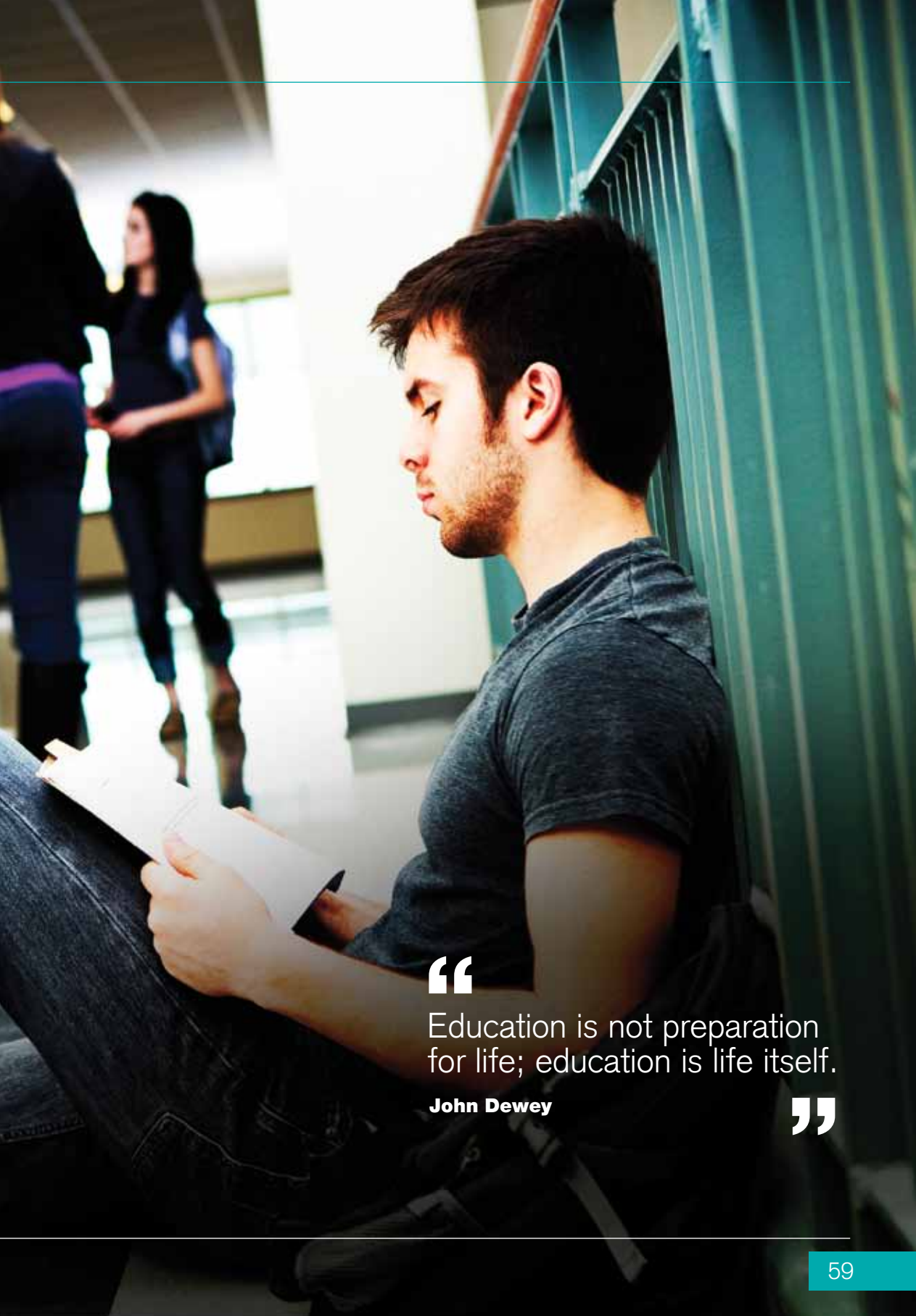
I graduated in 2011 with a degree in BSc Hons Business with Retail Studies. I chose the programme because having worked in the retail industry for 20 years, I wanted to improve my employability.

I have many years experience in the retail industry and thought I knew a lot about business, but doing this degree has taught me so much I didn't know. This degree opens the doors to many different types of jobs and I would strongly recommend it.

I was really nervous at the thought of going to University as a mature student and was worried that I wouldn't fit in, or be able to do the work. The lecturers were very supportive and helped me settle and enjoy my programme.

I loved my time at the University of Ulster and I would recommend it to many. I am more assertive, confident and employable than ever.

HOSPITALITY, TOURISM & CONSUMER STUDIES



“

Education is not preparation for life; education is life itself.

John Dewey

”

CONSUMER STUDIES

BSc Hons Consumer Studies

N980 C BSc/ConS

The programme is designed to provide you with appropriate analytical and organisational skills, product knowledge and an understanding of the pivotal role of the consumer within the provision of goods and services.

THE PROGRAMME

Aspects of the design, development, management and marketing of consumer products and services are considered as well as consumer behaviour and the need to help individual consumers make informed choices.

A choice of modules in the final year of the programme allows you to tailor your studies according to your career aspirations and to specialise in areas such as management or food-related subjects.

STRUCTURE AND CONTENT

Year 1: Consumer Affairs; Food Studies and Nutrition 1; Study & Research Skills; Food Studies and Nutrition 2; Consumer Education; Organisations & People.

Year 2: Consumer Marketing; Food Product Design & Development; Research Methods; Entrepreneurship Awareness; Health & Consumer Lifestyles; Applied Food Product Design & Development; Human Resource Issues

Year 3: Optional industrial placement

Year 4: Consumer Issues; Consumer Marketing Management; Contemporary Nutritional Issues; Research Paper plus select two from the following: Food Innovation; Contemporary Food Policy; Cultural Awareness; Human Resource Management.

CAREER OPTIONS

The flexibility of this degree enables graduates to enter a wide range of consumer-related

areas and our graduates are much sought after in many sectors of industry. Some graduates take up positions in product development, quality assurance and related activities, particularly in the food industry. However, increasing numbers are gaining employment in marketing and/or management-related activities as well as in customer services, financial services, social services, voluntary agencies and education.

Successful completion of this programme enables graduates to progress to postgraduate study in a number of related areas. Graduates are also eligible to apply for admission to the one year full-time Postgraduate Certificate in Education (Home Economics). Many Consumer Studies students participate in the optional Tutoring in Schools programme prior to applying to the PGCE.



MEET

Michaela Ghisou

BSc Hons International Hotel
and Tourism Management

I have dreamt of Ireland (I originally came from Romania) ever since I was a little girl and had a genuine fascination for its breathtaking landscape, magical music and mystical stories, and when the opportunity presented itself to study at Ulster, I didn't think twice.

I have always found that tourism is an interesting and somewhat diverse subject; it is much more than just a person's trip to a foreign and exotic place. It has links with a multitude of aspects, such as the Geography of a place, its History, Art and Architecture. I chose the Ulster Business School as the University is ranked in the top three in the UK for studying tourism.

I would definitely recommend this programme because it covers a variety of subjects and helps you get a complete picture of the tourism industry by studying it from a multitude of angles, which help you to create connections and see it from a broad perspective.

CULINARY ARTS MANAGEMENT

BSc Hons Culinary Arts Management

D690 B BSc/CulArt

This programme combines both the practical skills and the theoretical knowledge to enable you to develop the skills that employers within the industry require. Practical modules are delivered in the realistic work environment of the award-winning Academy restaurant and kitchens.

STRUCTURE AND CONTENT

Year 1: Classical gastronomy; Culinary Operations 1; Global Spirits & Wines; Study & Research Skills; Contemporary Markets; Pastry & Confectionery; Organisations & People.

Year 2: Advanced Culinary Arts; Human Resource Issues; Accounting Studies; Research Methods; Management of Culinary Operations 2; Services Marketing; Gastronomic Art and Creativity; Entrepreneurship Awareness.

Year 3: Year 3 of the programme provides the opportunity for you

to complete a work placement. Students can opt to complete this period at home in the UK or travel further afield to the United States, Europe, Australia/New Zealand or South Africa. The pre-placement sessions ensure that students are fully prepared for this period of work-based learning.

Year 4: Human Resource Management; Decision Making; Services Marketing Management; Executive Food Operations Management; Research Paper or Business Plan plus select one from – Cultural Awareness; Environmental Issues; Licensed

Retail Management; Management Accounting; Quality Management.

PROFESSIONAL RECOGNITION

The BSc Hons Culinary Arts Management degree is accredited by the Institute of Hospitality, the professional body of managers in the hospitality, tourism and leisure industries. Accreditation entitles graduates to apply to the Institute for Associate membership. Graduates with appropriate management experience may be eligible for the Member (MIH) grade.



CAREER OPTIONS

The Hospitality Industry is one of the growing global industries. Industrial forecasts predict an acute shortage of highly skilled executive chefs. Graduates can choose from a wide range of supervisory level career pathways within the industry from Michelin star restaurants to multinational food service companies. Alternatively there are numerous opportunities in the wider food industry as food product

development chefs, food writers or stylists. You may also proceed to related post graduate study within the School such as the MSc in International Hotel and Tourism Management or the MSc in Event Management.

“Did you know that Chef Michael Deane, pictured above, is a Visiting Professor to the Department of Hospitality and Tourism Management!”



INTERNATIONAL HOSPITALITY MANAGEMENT

BSc Hons International Hospitality Management

N220 B BSc/IHM

Accredited by the Institute of Hospitality, the overall aim of this programme is to provide an education for those of you who aspire to management positions in hospitality organisations in both the private and public sectors of industry. You are introduced to the wide choice of career opportunities available within the hospitality industry.

THE PROGRAMME

This programme is distinguished by its practical nature and all practical modules are delivered in the fully operational Academy restaurant and kitchens. The award winning Academy restaurant and kitchens, with the 'Taste of Ulster' award has an Electronic Point of Sale (EPOS) system, ensures relevant up-to-date skills training to support theoretical concepts contained in supervisory and management modules. providing you with excellent practical skills for entering the workplace in your placement year.

Module electives offered in the final year provide you with the opportunity to tailor your studies according to your career aspirations.

STRUCTURE AND CONTENT

Year 1: Study & Research Skills; Introduction to The Industry; Food and Beverage Studies; Introduction to Hospitality Events or Global Spirits & Wines; Organisations and People; Facilities Operations.

Year 2: Management of Culinary Operations 1; Human Resource Issues; Accounting Studies; Research Methods; Management of Culinary Operations 2; Services

Marketing; Entrepreneurship Awareness; Event Operations or Advanced Wines & Spirits.

Year 3: Industrial placement

Year 4: Human Resource Management; Services Marketing Management; Strategic Management plus one from – Decision Making; Hospitality Event Management or The Business of Hotels; and Research Paper or Business Plan, plus select one from – Cultural Awareness; Environmental Issues; Licensed Retail Management; Management Accounting or Quality Management.



PROFESSIONAL RECOGNITION

This programme is accredited by the Institute of Hospitality, the professional body of managers in the hospitality, tourism and leisure industries. Accreditation entitles graduates to apply to the Institute for Associate membership. Graduates with appropriate management experience may be eligible for the Member (MIH) grade.

CAREER OPTIONS

This programme is designed to prepare graduates for careers as hospitality managers at the top levels in hotels, restaurants, clubs, cruise liners, industrial and public sector organisations, such as hospitals, and educational establishments throughout the world. Our degree is recognised and respected by all sectors of the industry, meeting the needs of an expanding industry.

Opportunities also exist for appropriately qualified graduates to continue their postgraduate study by applying for the MSc in International Hotel and Tourism Management, MSc in International Tourism Development or the MSc in Event Management.



HOTEL AND TOURISM MANAGEMENT

BSc Hons International Hotel and Tourism Management

NN28 B BSc/IHTM

Accredited by the Institute of Hospitality, this programme has been designed specifically for those who aspire to a managerial career within hospitality and tourism.

THE PROGRAMME

It is designed to meet the management requirements of the hotel and tourism industry by equipping students with the necessary understanding and skills base to function successfully in this dynamic sector either independently or as part of an established organisation.

This programme gives you access to a combination of industry specific and management modules. The theoretical concepts within the supervisory and managerial modules are supported by practical modules which are delivered in the award winning Academy restaurant and kitchens. You will be required to provide appropriate dress whilst working in these environments.

Module electives offered in the final year provide you with the opportunity to tailor your studies according to your career aspirations.

STRUCTURE AND CONTENT

Year 1: Contemporary Markets; Study & Research Skills; Introduction to The Industry; Food & Beverage Studies; Organisations & People; Facilities Operations.

Year 2: Management of Culinary Operations 1; Human Resource Issues; Accounting Studies; Research Methods; Management of Culinary Operations 2; Services Marketing; Tourism Industry Studies; Entrepreneurship Awareness.

Year 3: Industrial placement

Year 4: Human Resource Management; Services Marketing Management; Strategic Management plus International Tourism Management or Decision Making or Business of Hotels. Research Paper or Business Plan plus one from – Cultural Awareness; Environmental Issues; Licensed Retail Management; Management Accounting; Quality Management.

PROFESSIONAL RECOGNITION

This programme is accredited by the Institute of Hospitality, the professional body of managers in the hospitality, tourism and leisure industries. Accreditation entitles graduates to apply to the Institute for Associate membership.



Graduates with appropriate management experience may be eligible for the Member (MIH) grade.

CAREER OPTIONS

Graduates from this programme are much in demand by the industry and have a broad range of career opportunities open to them. The range of career opportunities is extensive and includes placement opportunities in such organisations as Jurys Doyle,

Washington; Aer Lingus, Boston, USA; the Banff Rocky Mountain Resort, Canada and many others in Europe.

On attaining the required grades successful graduates will have the opportunity to continue their studies by applying for the MSc in International Hotel and Tourism Management, the MSc in International Tourism Development or the MSc in Event Management.

"Did you know that the travel and tourism industry has one of the most diverse ranges of employment opportunities for graduates!"



LEISURE AND EVENTS MANAGEMENT

BSc Hons Leisure and Events Management

N820 C BSc/LEMgt

The programme is designed for those seeking a career in the areas of leisure management and event management. These are growth industries and employment opportunities are wide-ranging both nationally and internationally.

THE PROGRAMME

The programme is designed for those seeking a career in the areas of leisure management and event management. These are growth industries and employment opportunities are wide-ranging both nationally and internationally. The programme focuses on the development of skills and knowledge that underpin the management and delivery of services to the public. These services broadly cover the following:

- Leisure and cultural provision at District Council level
- The marketing and management of sporting and corporate events
- The development and

management of arts and cultural festivals

- The marketing and management of visitor facilities such as leisure centres, indoor sporting arenas and conference facilities, art centres, theatres, museums and visitor attractions.

STRUCTURE AND CONTENT

Year 1: Study & Research Skills; Introduction to the Industry; Introduction to Events; Contemporary Markets; Organisations & People; Leisure Environment.

Year 2: Services Marketing; Accounting Studies; Research Methods; E-Leisure and Tourism; Entrepreneurship Awareness; Human Resource Issues; MICE;

and Health and Consumer Lifestyle or Sports Tourism.

Year 3: Industrial placement

Year 4: Services Marketing Management; Contemporary Issues in Leisure; Event Management; Human Resource Management and Research Paper or Business Plan plus select one from – Cultural Awareness; Environmental Issues; Festivals and Cultural Tourism or Management Accounting.

PROFESSIONAL RECOGNITION

This programme is accredited by the Institute of Hospitality, the professional body of managers in the hospitality, tourism and leisure



industries. Accreditation entitles graduates to apply to the Institute for Associate membership. Graduates with appropriate management experience may be eligible for the Member (MIH) grade.

CAREER OPTIONS

Continuing growth within the leisure, events and cultural sectors nationally and internationally provide wide-ranging opportunities for employment and include events

and conferences management, heritage and visitor attractions, entertainment, leisure and sport. Opportunities also exist to proceed onto postgraduate study including the MSc in International Tourism Development, the MSc in International Hotel and Tourism Management, the MSc in Event Management and the MSc in Cultural Management.

eventia
MEMBER



TRAVEL AND TOURISM MANAGEMENT

BSc Hons International Travel and Tourism Management

N800 C BSc/ITTM

This programme is aimed at those whose principal career aspiration is in the field of international travel and tourism management. Travel and tourism is a diverse, vibrant and interesting area of study. Tourism is also a huge growth industry on a global basis and is seen as crucially important for many world economies.

THE PROGRAMME

The programme provides the opportunity to gain a systematic understanding of the theoretical knowledge and technological skills and competencies essential for career progression within the many varied sectors of the travel and tourism industry. The programme also puts a strong emphasis on the use of ICT in tourism from traditional e-Business to mobile apps and social media.

STRUCTURE AND CONTENT

Year 1: Global Destinations; Travel Trade and Holiday Law; Study & Research Skills; Introduction to the Industry; Contemporary Markets; Organisations and People;

plus select one from – Food and Wine Tourism; Leisure Environment; Language 1.

Year 2: Services Marketing; Accounting Studies; Research Methods; E-Leisure and Tourism; Entrepreneurship Awareness; Human Resource Issues; Transportation Operations. Please select one from – Sports Tourism; MICE; Language 2.

Year 3: Industrial placement

Year 4: International Tourism Management; Tourism Planning & Development; Services Marketing Management; Human Resource Management and Research Paper or Business Plan, plus one from –

Cultural Awareness; Environmental Issues; Festivals and Cultural Accounting; Management Accounting.

PROFESSIONAL RECOGNITION

This programme is accredited by the Institute of Hospitality, the professional body of managers in the hospitality, tourism and leisure industries. Accreditation entitles graduates to apply to the Institute for Associate membership. Graduates with appropriate management experience may be eligible for the Member (MIH) grade.

CAREER OPTIONS

Graduates will have the relevant managerial skills to participate



fully in this exciting and dynamic industry. Whether your preference is public or private sector, a diverse range of career opportunities will be open to graduates – from airlines to tourist boards, theme parks to heritage sites, travel agencies to cruise lines, airport management to tour operators, visitor attractions (eg. theme/amusement parks, natural landscape sites, castles, museums), ferry/cruise companies, airport operations and management and the list goes on. This qualification can

transform your future in terms of career opportunities with a real international dimension. This qualification offers a world of opportunities in terms of career options in one of the world's largest and fastest growing industries.

On attaining the required grades, successful graduates will have the opportunity to continue their studies within the school by applying for the MSc in International Tourism Development, MSc in International

Hotel and Tourism Management or MSc in Event Management.



TRAVEL AND TOURISM STUDIES

Studying International Travel and Tourism Studies with a Language

French – N8R1 C BSc/ITTSG German – N8R2 C BSc/ITTSG Spanish – N8R4 C BSc/ITTSS

There are strong synergies between travel and tourism and language (and by extension culture). Good language skills are extremely beneficial and indeed vital in some tourism industry areas and can boost graduate employment prospects both domestically and internationally.

THE PROGRAMME

This programme will provide you with the opportunity to gain a systematic understanding of the theoretical knowledge and skills combined with the development of language skills essential for career progression within the many sectors of the travel and tourism industry.

This programme is aimed at those with an interest and passion for language, who wish to learn more about the world of international travel and tourism and pursue a career in this field. This programme also provides the opportunity to gain a systematic understanding of the theoretical knowledge and management/

technological skills essential for career progression in this exciting and dynamic industry.

Modules studied each year provide a blend between essential areas of tourism and travel, language and culture, and core areas of management. Optional/elective modules are provided in each year to allow students to tailor their studies to their preferred areas of interest and eventual career aspirations.

STRUCTURE AND CONTENT

Year 1: Global Destinations; Study & Research Skills; Introduction to the Industry; Language option; Organisations and People plus select one from – Contemporary

Markets; Food and Wine Tourism; Leisure Environment.

Year 2: Language option; Marketing; Research Methods; E-Leisure and Tourism; Entrepreneurship Awareness; Transportation Operations plus select one from – Human Resource Issues; Sports Tourism; MICE.

Year 3: Industrial placement.

Year 4: International Tourism Management; Tourism Planning & Development; Language option and Research Paper or Business Plan plus select one from – Cultural Awareness; Environmental Issues; Human



Resource Management; Festivals and Cultural Tourism.

PROFESSIONAL RECOGNITION

This programme is accredited by the Institute of Hospitality, the professional body of managers in the hospitality, tourism and leisure industries. Accreditation entitles graduates to apply to the Institute for Associate membership. Graduates with appropriate management experience may be eligible for the Member (MIH) grade.

CAREER OPTIONS

Graduates will have the relevant knowledge and skills to participate fully in this exciting and dynamic

industry. A diverse range of career opportunities will be open to graduates – from airlines to tourist boards, theme parks to heritage sites, travel agencies to cruise lines, airport management to tour operators.

On attaining the required grades, successful graduates will have the opportunity to continue their studies within the school by applying for the MSc in International Tourism Development, the MSc in International Hotel & Tourism Management or the MSc in Event Management.



“

I have thoroughly enjoyed
this programme, my
placement was incredible! ”

KATHERINE CROZIER





MEET Katherine Crozier

BSc Hons International
Hotel and Tourism Management

I have always had a keen interest in the areas of Hospitality and Tourism, having worked within the hospitality industry since leaving school. This programme interested me a great deal as it incorporated both areas and the opportunity to carry out an international placement excited me a lot, and most certainly swayed my decision.

In my third year I completed a placement with the Walt Disney World Company in Orlando, Florida. I thoroughly enjoyed the entire experience and working for a company like Disney was a dream come true. The level of training and expertise I received was world class and really contributed to my experience within the industry.

Overall my experience has been very positive. I have thoroughly enjoyed this programme, my placement year was incredible, the lecturers have been both personal and extremely helpful. I have made friends for life, changed as a person and now look at the world in a different light.

HUMAN RESOURCES, LEADERSHIP & MANAGEMENT



“

Education is the key to unlock
the golden door of freedom.

George Washington Carver

”

HUMAN RESOURCE MANAGEMENT

BSc Hons Human Resource Management

N600 J BSc/HRM

The main areas of Human Resource Management (HRM) are explored throughout your four years on this programme. You will study the recruitment and selection of employees, training and professional development of employees, the relationship between employers and employees, and employee recognition.

THE PROGRAMME

You will also study the ethical and legal dimensions of employing people in today's environment. In addition the degree develops skills in the communication of information and ideas and in the analysis of complex problems in managing people.

STRUCTURE AND CONTENT

Year 1: Organisation Studies; Management skills; Business Economics; Introduction to HRM; Accounting for Non-accountants; Business Law; Introduction to Employment Law.

Year 2: Managing Behaviour; Information Systems & Operations Management;

Personal & Professional Development; Entrepreneurship; Managing People; Managing Open Innovation; Government Environment of Business.

In **Year 3**, Work experience or a period of study abroad.

You can select a work placement locally, nationally or internationally. Successful completion may lead to the award of the Diploma in Professional Practice upon graduation.

Alternatively, you may complete a semester of academic study at an approved university located in a foreign country. Successful completion of the study abroad

period leads to the award of the Diploma in International Academic Studies upon graduation.

The possibilities for student exchanges include agreements with universities in other parts of Europe within the ERASMUS scheme, and with the USA through StudyUSA.

Year 4: Management of Change (compulsory); Human Resource Development (compulsory); Core HR Skills (Compulsory); and the following optional modules: Managing Employee Relations; Employment Law; Discrimination Law; Total Quality Management; Occupational Psychology; Effective Organisations; Dissertation and Research



Methods & Project Management (compulsory if taking Dissertation module).

PROFESSIONAL RECOGNITION

Successful completion of the degree leads to affiliate membership of the Chartered Institute of Personnel and Development (CIPD is the professional body for human resource management).

CAREER OPTIONS

As a graduate of the BSc Hons HRM degree, you may take up a

position in a variety of roles with the HR function in public, private sectors (including manufacturing and service organisations), and 'not for profit' sectors. These roles include personnel, recruitment, training, employee relations and business improvement. Additionally, the skills and expertise of HR professionals are in demand within the fields of managerial consultancy and employment law. You might also proceed to a more general management career in business or in the public sector, or go on to postgraduate study in HRM.

Human Resource Management can also be studied as a minor option. See pages 16, 28 and 52 for more details.



HUMAN RESOURCE MANAGEMENT

BSc Hons Human Resource Management and Marketing

NN65 M BSc/HRMMkt

This programme will develop your skills in the communication of information and ideas, and in the analysis and evaluation of complex problems in managing people. The programme structure integrates theory and practice.

THE PROGRAMME

You will have the opportunity to undertake a work-based placement which enables you to develop and draw upon important skills which enhance your learning experience in the final year.

This programme will equip you for a management career in industry, commerce or the public sector. It will also provide you with the entrepreneurial and innovation skills necessary for the creation of new business ventures and will stimulate the competitive impetus for managing and developing existing businesses.

STRUCTURE AND CONTENT

Year 1 contains six compulsory modules of study. These are Accounting, Economics, Human Resource Management, Marketing, and Organisation and Management Studies.

In **Year 2** you will study modules in each of main subjects such as:

Human Resource Management
- Principles of Human Resource Management, Organisation and Management, Organisational Behaviour, Managing Employee Development.

Marketing - Business Systems Improvement, Market Research, Marketing Communications.

Your **third year** may be spent undertaking a programme of work experience. Many students undertake their placement in the USA or the Republic of Ireland which provides exposure to alternative business cultures and corresponding protocols. Successful completion of the placement period leads to the award of the Diploma in Professional Practice.

In **Final Year** you will study modules in International and Comparative HRM, Human Resource Strategy; Entrepreneurship and Innovation, Marketing Management, International Marketing and Business Strategy.



PROFESSIONAL RECOGNITION

Depending upon your choice of pathway and modules you may be eligible for exemption from certain examinations of the professional bodies concerned with accounting, marketing or human resource management.

CAREER OPTIONS

Graduates from this programme have attractive opportunities to practise their skills in managing people in a variety of roles within the private or public sector. Graduates will have additional complementary knowledge and skills in marketing relating to the development and operation of markets for products and services

as well as a knowledge of the changing nature of consumer demand. An additional feature will be the management of key resources, financial and human in order to exploit market opportunities. Graduates may also proceed to postgraduate study or research in business-related areas.

MANAGEMENT AND LEADERSHIP DEVELOPMENT

BSc Hons Management and Leadership Development

N210 J BSc/MLD

This programme is an innovative and exciting degree that has been developed to provide a richly rewarding experience for you. This programme has a major emphasis on personal and skills development in relation to management and leadership. Extensive use of work-based learning is made via live projects within partner organisations.

THE PROGRAMME

This programme is an innovative and exciting degree that has been developed to provide a richly rewarding experience for you. This programme has a major emphasis on personal and skills development in relation to management and leadership. Extensive use of work-based learning is made via live projects within partner organisations.

The overall aim is to provide an academically challenging, intellectually stimulating and broadly-based programme of study, which will prepare you for a career in management in

a range of business areas. A core aim is to produce highly employable graduates who not only have a sound knowledge and understanding of effective management and leadership, but can also demonstrate well developed critical skills associated with successful performance in a variety of organisations.

This programme has been designed in collaboration with local employers and employer organisations to ensure that you will graduate with the knowledge and skills required in today's workplace.

STRUCTURE AND CONTENT

The structure of the programme has been designed to be as flexible as possible to allow for the integration of work-based learning and classroom-based teaching. The structure will consist of a central integrative 'spine' focusing on Management and Leadership skills development.

In **Year 1** the core modules include a two day introductory induction residential involving outdoor team building activities in the first semester followed by participation in a 'Dragon's Den' type pitch in the second semester. This is supported in the first year



with a range of modules including: Professional Communication; Introduction to Management and Leadership; Business and Economic Awareness; Problem Solving; Understanding Money and Finance; Interpersonal Communication Theory.

In **Year 2** you will study Creativity in Management; People and People Management; Business

Improvement; Financial and Non-Financial Measures of Performance; Selling and Sales Management and Influencing Others.

In **Final Year** you will study Corporate Social Responsibility; Knowledge Management; Change Management; Business Strategy; Neuro-Linguistic Programming for Leaders; New directions in

Management and Leadership Development.

CAREER OPTIONS

Graduates from this programme will have attractive opportunities to practise their skills in management and leadership in a variety of roles within the private or public sector. Graduates may also proceed to postgraduate study or research in business-related areas.

“

I studied for my first degree in Management before completing my PhD on Conflict Management and Business Networks. My PhD not only created the opportunity to gain valuable teaching experience, but I was also awarded the opportunity to present my research in Kyoto, Japan and Chicago, US.

”

DENISE CURRIE





MEET

Dr Denise Currie

Department of Management and Leadership

When I first started with the Department of Management and Leadership, I was eager to experience the renowned collegiate atmosphere of Ulster University and it hasn't disappointed!

Teaching mostly undergraduates is a great pleasure – not only because I have good fun with the students but also because I find the students to be eager, engaged and determined. I teach some of the larger classes within the School but I still try to get to know everyone's name.

In the days when I was a student myself, I was always grateful to those lecturers who took time to engage with the class and it was always those classes I performed well in. It seems this approach is appreciated by my students as well!



HOW TO APPLY

Undergraduate Applications

All applications for full-time undergraduate (Bachelor) degree courses must be made via the Universities and Colleges Admissions Service (UCAS).

UCAS online offers application information to:

- Students at a school or college registered with UCAS
- Independent applicants (including mature students) in the UK
- International applicants outside the UK (EU and worldwide)

You can apply for up to 5 courses. You fill in a UCAS application online. After your school/college has checked your details and added an academic reference, your completed online application is sent to UCAS. You pay using

a credit or debit card, or in some instances, this may be organised by your school/college.

WHEN DO I APPLY?

You should note that UCAS have a range of deadlines for different categories of applicants and course choices. You should check the UCAS website at:

www.ucas.ac.uk/students/applying/whentoapply

WHAT HAPPENS WHEN I APPLY?

At all times you will be able to follow the progress of your application using the online UCAS

“Track” system. UCAS will contact you directly to tell you what decisions have been made by each university you apply to.

Once you receive your decisions, you need to consider very carefully your final 2 choices. You will hold a CF (conditional firm) offer and a CI (conditional insurance) offer. The CF is the course you hold as your first choice, and the CI is the insurance course if you do not attain the grades for your CF.

MEET

Dr Laura Bradley

Department of International
Business

Having been born and raised in Donegal I decided to undertake a Business Studies degree at the University of Ulster Magee Campus. Upon graduation I took up employment with First Trust Bank but my true ambition lay in completing a PhD.

I graduated with a PhD in the area of Financial Services marketing and since then I have worked within the Ulster Business School. My time as a student within the Ulster Business School provided me with very valuable professional and personal skills which I use every day.

Our aim across the Ulster Business School is to provide a high quality student experience for all, and the team continually develop programmes in line with the needs of the business community so there is a programme to suit all interest areas.



FREQUENTLY ASKED QUESTIONS

1. HOW WILL I MAKE THE TRANSITION FROM SCHOOL/COLLEGE TO YOUR UNIVERSITY?

In Year 1 you will have an extended induction and study skills module where you are introduced to university teaching and learning methods. This module helps you to prepare for the acquisition of the personal and interpersonal skills needed for enhanced career opportunity.

2. HOW WILL I BE TAUGHT?

A wide variety of teaching and learning methods is employed. The acquisition of knowledge and understanding, intellectual qualities, professional/practical and transferable skills is through a combination of lectures, seminars, and workshops.

3. HOW WILL I BE ASSESSED?

Assessment is through a variety of means: examinations, coursework consisting of, assignments, presentations and group/individual reports.

4. HOW MUCH STUDY TIME WILL I BE EXPECTED TO DO IN MY OWN TIME?

Throughout, you are encouraged to undertake independent study both to supplement and consolidate what you are being taught, what you have learned and to broaden your individual knowledge and understanding of your chosen subject.

5. WHAT HAPPENS IF THE PROGRAMME I CHOOSE IS NOT FOR ME? CAN I TRANSFER?

There is facility for transfer to other undergraduate degree programmes depending upon the nature of the subject matter of the other degrees and academic achievement.

If you wish to transfer to other programmes of study you may be able to do so provided you have demonstrated evidence of achievement across the suite of modules undertaken. Any decision to transfer should be taken in consultation with your course director and the request must be submitted to the Ulster Business School office.



MEET

Dr Peter Bolan

Course Director – BSc
Hons International Travel
and Tourism Management

After leaving school I studied for an honours degree in Geography. Following graduation I spent some time travelling before taking up employment in the tourism industry. After a few years I returned to education to develop my passion for travel and further my qualifications by completing an MSc in Tourism Management.

I subsequently moved into lecturing and since then have completed a further MSc in eTourism and my PhD focusing on authenticity and displacement in film-induced tourism.

Travel and tourism is a diverse, vibrant and interesting area of study. As a team at the Coleraine Campus we aim to bring our own knowledge and passion for tourism and travel to the students. So if you want to study a highly interesting area that can also be your passport to a brighter future in terms of career opportunities then international travel and tourism management might just be the programme for you.

“

My role in the Department is a very challenging but rewarding and stimulating one. On the Marketing degree programme I aim to ensure that we provide a high quality student centred experience and the chance to produce graduates that are intellectually competent and vocationally prepared to build and develop a professional career in a specialist field.

”

MARY BOYD





MEET

Dr Mary Boyd

Course Director
BSc Hons Marketing

I graduated from the University of Ulster with a BA Hons in Business Studies. I then proceeded to complete a PhD in E-Business Developments in Manufacturing SMEs in Ireland at the University of Ulster at Coleraine.

During my time as a PhD student I was engaged in lecturing on various undergraduate programmes in the Ulster Business School at Coleraine and Jordanstown. This experience gave me an insight into both the teaching environment at Ulster and stimulated my interest in working with students and staff in a dynamic, diverse and vibrant Business School.

Shortly after obtaining my doctorate I joined the Department of Marketing, Entrepreneurship and Strategy as a Lecturer in Business Strategy and subsequently took over the role as Course Director of the BSc Hons Marketing degree programme.



MEET

Michael Wilson

BSc Hons Leisure and
Events Management

I chose the Ulster Business School because of the opportunities they give to students. After only one year of study, I have learnt practices and techniques which I am putting into practice.

Over the summer I put the PR skills into practice at my part time job. I also volunteered and organised events of my own and the knowledge that I have gained from my first year of study has proved advantageous.

The programme is taught in a relaxed environment and the lecturers are very accessible. Furthermore, the opportunities that students are given to improve their CV's through the Leisure and Events Management degree programme are vast.

I am enjoying my experience so far in the Ulster Business School and have met great people and am extremely happy with my decision to study Leisure and Events Management.

USEFUL CONTACTS

For further details on courses and contact details for staff please visit www.business.ulster.ac.uk or www.international.ulster.ac.uk

RESEARCH

<http://research.ulster.ac.uk>

STUDENTS' UNION

www.uusu.org

STUDENT FINANCE

www.studentsupport.ulster.ac.uk/finance

LIVING AWAY FROM HOME

www.accommodation.ulster.ac.uk

STUDENT SUPPORT

www.studentsupport.ulster.ac.uk

DISABILITY ISSUES

www.studentsupport.ulster.ac.uk/disability

CHAPLAINCY

www.ulster.ac.uk/chaplaincy

ACKNOWLEDGEMENTS

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