



Waterford Institute *of* Technology
INSTITIÚID TEICNEOLAÍOCHTA PHORT LÁIRGE

WIT INTERNATIONAL EXCHANGE SUBJECT GUIDE



www.wit.ie/international

Study in Ireland & WIT



Studying in **Waterford**

Waterford, the oldest city in Ireland, is today a modern and vibrant port city located in the beautiful South-East of Ireland.

Founded in 914 AD by Viking settlers, Waterford is an ancient walled city with many interesting historic sites and attractive buildings.

Reginald's Tower is the oldest urban civic building in Ireland, and the oldest monument to retain its Viking name. To this day, it remains Waterford most recognisable landmark.

Waterford is the designated gateway to the South-East region, with excellent shopping, a lively social scene and facilities for sport and recreation, It is the fifth biggest city in the Irish Republic have a population of about 60,000 people.

It is connected to the capital, Dublin by motorway and is easily accessible by train or bus. There are also daily flights to London and other UK cities from Waterford regional airport.

The city's most famous export is the unique Waterford Crystal. You can see this world renowned product being crafted at the House of Waterford in the heart of the city's Viking quarter.

Waterford is located 10 kilometres from the coast which means there are superb opportunities for swimming and surfing. The cost of living (accommodation, food, travel) in Waterford is much lower than that of Dublin and other Irish cities.

Waterford is above all a safe and friendly student city and the perfect destination for your student exchange.

Why WIT?



WIT is a state sector, university level college which is funded directly by the Irish government. This means that its facilities and infrastructure are of excellent quality.

It operates within the National Qualifications authority of Ireland (NQAI) which means that all its course are quality assured and all its staff have high level qualifications.

WIT currently caters for over 10,000 students of which 6,000 are full time and 3,500 are part time. There is a rapidly growing community of international students from over 60 different countries. The Institute also has partnership agreements with over 80 different countries.

Contact:

WIT International Office

Exchange Programme Coordinator

Ms. Sonya Walsh

Tel: + 353 51 845506

Email: studentexchange@wit.ie

School of Business

Spring Semester Modules

Term: January – May 2012



Academic Advisors School of Business:

Business Studies

Academic Advisor
Dermot Moore
Tel: +353 51 845620
Email: dmoore@wit.ie



International Business

Academic Advisor
James Redmond
Tel: +353 51 306156
Email: jredmond@wit.ie



Marketing

Academic Advisor
Mr. Denis Harris
Tel: +353 51 845617
Email: dharris@wit.ie



ECTS SUBJECT LISTINGS

This is a provisional guide and modules in this guide are subject to change before the commencement of the academic year 2011-12.

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Bachelor of Business (Honours)

Management Accounting Techniques

Programme and Module Code: Bachelor of Business (Honours) Year 2, ACCB 0041

The module will familiarise students with the cost techniques used to provide decision relevant information to managers.

Learning Outcomes

On successful completion of this module, a student will be able to:

Separate costs into fixed and variable elements for use in breakeven analysis;

Prepare profit maximising solutions to short term decision problems such as limiting factors, make/buy, special order pricing;

Explain the budget process and its role in planning, control and decision – making for the organisation;

Prepare functional budgets, cash budgets and master budget;

Describe the purposes and operation of a standard costing system and calculate basic cost and sales variances;

Assessment method - 2 hour exam

Human Resource Management 2

Programme and Module Code: Bachelor of Business (Honours) Year 2, HRMB 0041

The purpose of this module is to develop the students knowledge and skills in HRM by introducing them to performance management, reward management and employee relations.

Learning Outcomes

On successful completion of this module, a student will be able to:

Evaluate the importance of performance management within an organisational Context; Describe the process of performance management;

Discuss the various elements of reward management and identify the factors that influence reward and subsequent employee performance; Explain the employee relations framework within the Irish context and identify the roles of the state, employers and employees;

Discuss grievance and disciplinary procedures within the legislative framework;

Demonstrate an integrated knowledge and understanding of the importance of HRM strategies and activities.

Assessment method - 2 hour exam

Marketing Mix

Programme and Module Code: Bachelor of Business (Honours) Year 2, MARK 0029

The purpose of this module is to introduce students to the concepts, theories and practices of Marketing, focusing in particular on the marketing mix.

Learning Outcomes

On successful completion of this module, a student will be able to:

Demonstrate an understanding of the concepts of product and branding;

Evaluate the concepts of the product life cycle and the new product development process; Illustrate the possible pricing strategies and apply them appropriately;

Evaluate each of the promotional tools and comprehend integrated Marketing Communications;

Assessment method - 100% Continuous Assessment

Macroeconomics

Programme and Module Code: Bachelor of Business (Honours) Year 2, ECOB 0024

The aim of this module is to develop the student's understanding of the macroeconomic environment within which businesses operate.

Learning Outcomes

On successful completion of this module, a student will be able to:

Demonstrate an understanding of the macroeconomic environment within which businesses operate;

Identify the main macroeconomic indicators and theories and explain how they impact on businesses in practice; Demonstrate an understanding of monetary policy and explain how it used by policymakers to achieve their macroeconomic goals;

Explain and evaluate the use of the fiscal-monetary policy mix to achieve a government's macroeconomic objectives;

Assessment method - 2 hour exam

European Integration - The EU

Programme and Module Code: Bachelor of Business (Honours) Year 2, EURS 0003

This module will introduce students to the evolution and significance of European economic and political integration via the European Union and its effects on Ireland's economic and political development.

Learning Outcomes

On successful completion of this module, a student will be able to:

Diagnose the motivations for and methodology of economic integration in post-war Europe;

Recognise the main developments in the evolution of integration within the EC/EU framework;

Discuss the role and structures of the main institutions of the EU;

Explain the rationale for political integration since 1990's;

Comprehend the financial framework of the operations of the EU;

Assessment method – 100% Continuous Assessment

Probability & Operations Management

Programme and Module Code: Bachelor of Business (Honours) Year 2, STAT 0011

The purpose of this module is to introduce students to the application of probability distributions. Estimation and significance testing for large and small samples. Chi squared test. Basic Operational Management concepts.

Learning Outcomes

On successful completion of this module, a student will be able to:

Draw simple probability trees and evaluate probability via expectation;

Formulate and apply the Binomial and Poisson distributions;

Formulate and apply the Normal Distribution;

Use appropriate confidence limits to estimate populations from sample data for

large and small samples; Apply appropriate significance tests for means large and small samples as well as proportions for large samples; Formulate and apply one-way chi squared tests and contingency tables;

Discuss the concepts of operations within the overall structure of organisations;

Recognise the alternative ways in which organisations can reconcile capacity and demand.

Assessment method - 2 hour exam

Advertising Management

Programme and Module Code: Bachelor of Business (Honours) Year 4, MARK 0109

The purpose of this module is to provide students with a knowledge of both the theoretical and practical aspects of advertising. The module will investigate the role of advertising in an overall marketing strategy context and will examine the evolving range of promotions options available to management.

Learning Outcomes

On successful completion of this module a student will be able to:

Evaluate the role of advertising within the promotions mix and assess how it works;

Assess the advertising creative process and demonstrate a knowledge of how advertisers create their message strategies;

Evaluate the various primary and secondary advertising media that may be used to place the advertising message developed;

Evaluate the broader environment and regulatory constraints, social impact and global context of advertising;

Assessment method – 100% Continuous Assessment

Corporate Strategy

Programme and Module Code: Bachelor of Business (Honours) Year 4, MGTB 0100

Programme and Module Code: Bachelor of Arts (Honours) in Accounting Year 3, BUSI 0047

The purpose of this module is to expose students to the process of strategy development and to evaluate key issues relative to strategy implementation and change.

Learning Outcomes

On successful completion of this module a student will be able to:

Evaluate key issues of strategy implementation in case and real world organisations;

Diagnose strategic problems, evaluate choices and develop options in structured case study situations;

Demonstrate an awareness of the issues involved in leading strategic change;

Apply theoretical knowledge to practical case situations;

Assessment method – 2 hour exam

Developing Leadership Skills

Programme and Module Code: Bachelor of Business (Honours) Year 4, MGTB 0085

This purpose of this module is to develop the learners understanding of the essential leadership skills required in management and to develop the learners leadership capability through practical activities

Learning Outcomes

On successful completion of this module a student will be able to:

Evaluate the approaches used by organisations to develop leadership competencies and discuss the conditions required to facilitate leadership development;

Demonstrate an understanding of how to create empowering environments and situations, and delegate appropriate tasks and control them in an appropriate manner;

Assume the role of a leader, applying appropriate leadership styles to leading within groups and teams;

Assessment method – 100% Continuous Assessment

Global Strategic Marketing

Programme and Module Code: Bachelor of Business (Honours) Year 4, MARK 0107

Programme and Module Code: Bachelor of Arts (Honours) in Marketing Year 4, MARK 0099

The purpose of this module is to develop the managerial capabilities and skills of the student to allow them to manage an organisation International Marketing Strategy.

Learning Outcomes

On successful completion of this module a student will be able to:

Develop International Marketing Strategies for an organisation in order to create and sustain international competitive advantage;

Integrate product and brand decisions related to the global marketing mix;

Develop global pricing strategies; Devise appropriate global marketing channels and physical distribution channels. Formulate a global marketing communications strategy;

Assessment method - 100% Continuous Assessment

International Risk Management

Programme and Module Code: Bachelor of Business (Honours) Year 4, FINA 0058

The purpose of this module is to introduce the student to the hedging techniques used by firms and investors to minimise risk in the face of changing macroeconomic and financial conditions.

Learning Outcomes

On successful completion of this module a student will be able to: Identify the risks that threaten the financial position of companies; Discuss, demonstrate and illustrate the hedging techniques used to minimise risk, both internal and external to the company;

Assessment method - 2 hour exam

Open Economy Macroeconomics

Programme and Module Code: Bachelor of Business (Honours) Year 4, FINA 0056

The purpose of this module is to study relevant theory, policy and performance in relation to a range of open-economy and international economic issues.

Learning Outcomes

On successful completion of this module a student will be able to:

Demonstrate an understanding and interpret under varying scenarios key macroeconomic models in an international context;

Apply the relevant theory/models to interpret real world policy issues and events in the international economy;

Access and analyse relevant economic data for on-going trends and likely future developments.

Assessment method - 2 hour exam

Strategic HRM

Programme and Module Code: Bachelor of Business (Honours) Year 4, HRMB 0075

The purpose of this module is to provide an advanced and integrated understanding of the contribution of Human Resource Management to organisational strategy.

Learning Outcomes

On successful completion of this module a student will be able to:

Identify the key theoretical models of Strategic HRM;

Explain the relationship between organisational performance and human resource management practice;

Describe the various roles of the HR practitioner in strategy development, implementation and evaluation;

Identify the various types and levels of HR information within the organisation and its role in developing and monitoring HR strategy;

Assessment method - 2 hour exam

Investments

Programme and Module Code: Bachelor of Business (Honours) Year 4, BUSI 0091

The purpose of this module is to provide a comprehensive overview of the investment environment, the investment process and global investment issues.

Learning Outcomes

On successful completion of this module a student will be able to:

Comprehend the role of modern investment theory in the investment process;

Analyse and evaluate the concept of portfolio management and the asset allocation decision;

Demonstrate a systematic comprehension of the asset pricing theories and the measurement of portfolio performance with asset pricing models; Exercise an assessment of the different investment styles in the investment environment; Evaluate the role of pension funds, hedge funds, sovereign wealth and mutual funds in the investment market;

Comprehend the role of alternative asset classes for investors.

Assessment method - 2 hour exam

Bachelor of Arts (Honours) in Marketing

Marketing Research Practice

Programme and Module Code: Bachelor of Arts (Honours) in Marketing Year 2, MARK 0045

The aim of this module is to advance the student's marketing research knowledge and skills through applied research.

Learning Outcomes

On successful completion of this module, a student will be able to:

Comprehensively explain sampling design and procedures; Prepare semi-structured and structured data collection instruments; Design and implement a focus group; Perform in-depth interviewing;

Assessment method – 100% Continuous Assessment

The Consumer Environment

Programme and Module Code: Bachelor of Arts (Honours) in Marketing Year 2, MARK 0044

This module reflects a macro view of consumer behaviour and is concerned with the social and cultural dimensions of consumers and their impact on marketing strategy. The module also explores the various aspects of consumer decision making.

Learning Outcomes

On successful completion of this module, a student will be able to:

Illustrate how social and cultural factors affect the attitudes and behaviour of individuals;
Explain how reference groups in general, and the family in particular, influence consumer behaviour;
Demonstrate the importance of social class, cultural, sub-cultural and cross-cultural influences on the consumer;

Assessment method - 2 hour exam

Advertising Strategy

Programme and Module Code: Bachelor of Arts (Honours) in Marketing Year 3, MARK 0055

The purpose of this module is to provide students with a knowledge of both the theoretical and practical aspects of advertising. The module investigates the issues involved in the development of an advertising strategy and focuses on the evolving range of advertising message and media options available to management.

Learning Outcomes

On successful completion of this module, a student will be able to:

Determine the importance of advertising planning and demonstrate a knowledge of the key components of such a planning process; Assess the advertising creative process and demonstrate a knowledge of the different techniques used in designing an advertising message;
Evaluate the various advertising media options available and demonstrate a knowledge of the media planning process; Question the role of advertising within the total communications mix and evaluate how advertising may be interrelated with other specialised promotional tools.

Assessment method – 100% Continuous Assessment

International Marketing

Programme and Module Code: Bachelor of Arts (Honours) in Marketing Year 3, MARK 0053

The purpose of this module is to develop in the student an in-depth understanding of the theories, concepts and methods employed in International Marketing analysis, selection and entry.

Learning Outcomes

On successful completion of this module, a student will be able to:

Synthesise the scope and challenges involved in internationalisation;

Appraise potential international markets by evaluating international marketing environments;

Critically assess the potential of international markets and develop the analytical skills required for international market selection; Critically analyse international market entry strategies;

Assessment method - 2 hour exam

Selling & Sales Management

Programme and Module Code: Bachelor of Arts (Honours) in Marketing Year 3, MARK 0051

The purpose of this module is to introduce the student to the advanced principles of selling and sales management; in support of understanding, the selling function in the organisation, and the necessary skills to manage this key communication function in the market environment.

Learning Outcomes:

On successful completion of this module, a student will be able to:

Describe the steps in the personal selling process;

Appraise the environment for the sales management of a marketing organisation;

Construct, process and justify the knowledge and skills necessary for effective selling in the organisation;

evaluate the various recruitment and selection mechanisms for salespeople;

Apply the leading motivation theories to the sales management process;

Formulate training and evaluation strategies for the sales team.

Assessment method – 100% Continuous Assessment

Global Strategic Marketing

Programme and Module Code: Bachelor of Business (Honours) Year 4, MARK 0107

Programme and Module Code: Bachelor of Arts (Honours) in Marketing Year 4, MARK 0099

The purpose of this module is to develop the managerial capabilities and skills of the student to allow them to manage an organisation International Marketing Strategy.

Learning Outcomes

On successful completion of this module a student will be able to:

Develop International Marketing Strategies for an organisation in order to create and sustain international competitive advantage;

Integrate product and brand decisions related to the global marketing mix;

Develop global pricing strategies; Devise appropriate global marketing channels and physical distribution channels. Formulate a global marketing communications strategy;

Assessment method - 100% Continuous Assessment

Strategic Brand Management

Programme and Module Code: Bachelor of Arts (Honours) in Marketing Year 4, MGTB 0073

The purpose of this module is to enable students to acquire an understanding of the concepts, issues and decisions involved in the strategic management of brands and the tactical execution of such strategies. The module also aims to provide students with an opportunity to apply their learning of these issues to brand marketing strategy.

Learning Outcomes

Discuss the development of theory for brand management and apply this to the successful management of brands in practice; Explain comprehensively the role of strategic vision and planning in the management of brands; Describe the tactical process of brand strategy implementation, and the options for the execution of such strategies; Identify the internal aspects of developing and living brand values, and how this process can be managed.

Assessment method –2 Hour exam

Bachelor of Arts (Honours) in International Business

Intercultural Business Context

Programme and Module Code: Bachelor of Arts (Honours) in International Business - Year 2, MGTB 0062

This module will give learners an understanding of their and others' cultural contexts, enable them to develop the skills to communicate successfully in an intercultural context, either in a diverse workplace in Ireland, or in an international company. Students will develop an understanding and appreciation of cultural diversity through analysis of subjective and objective culture, reasons for cultural differences, cultural patterns, and obstacles to intercultural communication, non-verbal communication and management of cultural diversity in organisations.

Learning Outcomes

On successful completion of this module, a student will be able to:

- Recognise the importance of intercultural interaction;
- Distinguish between objective and subjective culture;
- Categorise cultures according to recognised taxonomies;
- Apply intercultural principles to communication in multicultural settings;

Assessment method – 100% Continuous Assessment

International Institutions

Programme and Module Code: Bachelor of Arts (Honours) in International Business - Year 2, EURS 0006

The purpose of this module is to develop within students an appreciation of the influence and overarching context of international organisations on trade and economics.

Learning Outcomes

- On successful completion of this module, a student will be able to:
- Trace the development of the emerging international institutional web from the latter half of the 20th century;
 - Appreciate the influence of international institutions on global trade and economics;
 - Classify the scope, rationale and underpinnings of regional economic organisations

Assessment method - 2 hour exam

International Trade Law

Programme and Module Code: Bachelor of Arts (Honours) in International Business - Year 2, LAWB 0023

The aim of this module is to provide a more specific and advanced knowledge of business law as it applies to international trade.

Learning Outcomes

- On successful completion of this module, a student will be able to:
- Identify areas of law involved in international trade;
 - Apply their knowledge of international trade law in an international business context.

Assessment method – 100% Continuous Assessment

Bachelor of Arts (Honours) in Accounting

The Global Economy

Programme and Module Code: Bachelor of Arts (Honours) in Accounting - Year 2, ECOB 0022

This module introduces students to the global macroeconomic environment within which firms and business operates. Particular emphasis is placed on global issues such as trade, exchange rates and international capital movements.

Learning Outcomes

On successful completion of this module a student will be able to:

Identify the principle economic data sources and analyse the trends in the main economic variables in the global economy; Analyse the economic impact of foreign direct investment on the host and donor countries; Demonstrate an understanding of the balance of payments and theories to explain exchange rate movements;

Assessment method – 100% Continuous Assessment

Corporate Investment Analysis

Programme and Module Code: Bachelor of Arts (Honours) in Accounting Year 3, BUSI 0100

The purpose of this module is to provide a greater knowledge and practical understanding of the application of financial techniques to the investment decisions of an organisation.

Learning Outcomes

On successful completion of this module, a student will be able to:

Explain the importance of ratio analysis as a financial technique and identify its limitations; Apply ratio analysis techniques to financial statement and interpret the results; Evaluate investment appraisal decisions using analytical techniques and outline the importance, advantages and disadvantages of these techniques; Comprehend the theory underpinning the cost of capital and define the applicable terminology; Illustrate how the long term capital components are calculated and compiled to produce the overall cost of capital of a company; Recognise the importance, incidence and types of merger activity, Describe how mergers and activities may be financed and how defensive actions may be used to mitigate the threat of takeover;

Assessment method - 2 hour exam

Corporate Strategy

Programme and Module Code: Bachelor of Business (Honours) Year 4, MGTB 0100

Programme and Module Code: Bachelor of Arts (Honours) in Accounting Year 3, BUSI 0047

The purpose of this module is to expose students to the process of strategy development and to evaluate key issues relative to strategy implementation and change.

Learning Outcomes

On successful completion of this module a student will be able to:

Evaluate key issues of strategy implementation in case and real world organisations; Diagnose strategic problems, evaluate choices and develop options in structured case study situations; Demonstrate an awareness of the issues involved in leading strategic change; Apply theoretical knowledge to practical case situations;

Assessment method – 2 hour exam

Bachelor of Business (Ordinary)

Employee Relations and HRM

Programme and Module Code: Bachelor of Business (Ordinary) Year 3, HRMB 0078

The purpose of this module is to develop student knowledge and competence to analyse and influence the conduct of the working relationship between employers, employees, and unions at workplace level.

Learning Outcomes

On successful completion of this module a student will be able to:
Reflect on the dynamic nature of the employment relationship; Evaluate the impact of the different ideological approaches towards managing employees; Identify contemporary employee involvement mechanisms and the influence on organisational performance; Acknowledge the role that unions and collective bargaining play in shaping the employment relationship;

Assessment method – 100% Continuous Assessment

Economics for Business

Programme and Module Code: Bachelor of Business (Ordinary) Year 3, ECOB 0040

This module introduces students to the global macroeconomic environment within which business operates. Particular emphasis is placed on global issues such as trade, exchange rates and international capital movements and their impact on the domestic economic environment. The module will also examine current topics of interest in Economics.

Learning Outcomes

On successful completion of this module a student will be able to:
Identify the principle economic data sources and analyse the trends in the main economic variables in the global economy;
Analyse the economic impact of foreign direct investment on the host and donor countries;
Demonstrate an understanding of the balance of payments and theories to explain exchange rate movements; Understand the process of economic growth and identify practical policies to promote economic growth; Evaluate economic policies for current economic issues.

Assessment method – 2 hour exam

Leadership Skills for Managers

Programme and Module Code: Bachelor of Business (Ordinary) Year 3, BUSI 0045

The purpose of this module is to enable learners to gain an appreciation of the leadership skills required in a modern organisation and to develop the learners leadership capability through practical activities.

Learning Outcomes

On successful completion of this module a student will be able to:
Discuss his/her own reflection on the concept of leadership and its role in the organisation;
Demonstrate an understanding of how to create empowering environments, delegate appropriate tasks and control them in an appropriate manner;
Describe the role of a mentor and understand how to perform this role effectively;
Describe how to introduce new ideas appropriately and create and sell valuable new realities;
Identify the rational, cognitive, and political dimensions of business problems;

Assessment method – 100% Continuous Assessment

Project Management

Programme and Module Code: Bachelor of Business (Ordinary) Year 3, MGTB 0106

This module aims to provide the student with the ability to develop an understanding of Project Management in context, to show the importance of the planning process in ensuring project success, to provide the student with the ability to define and build project plans, to estimate project durations, using appropriate software tools and to apply appropriate tools and techniques to control and monitor project schedules.

Learning Outcomes

On successful completion of this module a student will be able to:

Demonstrate a clear comprehension of the many aspects of project management

Define and build project plans; Estimate project durations using appropriate software tools;

Use project management software to plan, control and monitor project schedules

Comprehend the HR aspects of project management - organisation, roles, attributes of the Project Manager, the role of Sponsor etc.; Estimate project costs, produce project cashflow statements, report on earned value, analyse cost variances and produce estimates at completion.

Assessment method – 100% Continuous Assessment

Managerial Accounting

Programme and Module Code: Bachelor of Business (Ordinary) Year 3, ACCB 0076

This module will provide participants with the accounting knowledge and techniques to contribute to managerial accounting decision making in the organisation.

Learning Outcomes

On successful completion of this module a student will be able to:

Discuss the use of budgeting in an organisational context and perform basic budgeting analysis;

Calculate and interpret advanced variances; Discuss how a system of measuring divisional performance might be devised; Calculate optimum output and transfer prices in divisionalised companies.

Assessment method – 100% Continuous Assessment

Managing Business Ethics

Programme and Module Code: Bachelor of Business (Ordinary) Year 3, BUSI 0044

This module seeks to provide the learner with an integrative knowledge of the impact of business ethics in it's personal, company and societal context.

Learning Outcomes

On successful completion of this module a student will be able to explore the following:

What is business ethics, relevance of business ethics to managers , history and background, recent issues

and ethical scandals in business ethics; Ethical Issues for Managers - Whistleblowing, Harassment,

Diversity and Discrimination; Ethical Problems for Organisations - Corporate Social Responsibility,

Product safety

Assessment method – 2 hour exam

Ireland in the European Union

Programme and Module Code: Bachelor of Business (Ordinary) Year 3, BUSI 0043

This module examines the influence and impact that European Union membership has had on Ireland's political and economic landscape since accession in 1973. It provides an overview of the main EU policymaking institutions which now provide c.60% of Irish legislation; it examines how the EU has acted as an agent of change for the Irish state; and it examines the challenges and opportunities for Ireland as the EU undergoes a period of profound transition.

Learning Outcomes

On successful completion of this module a student will be able to:

Demonstrate an awareness of the institutional and policymaking architecture of the European Union;

Express an insight into the evolving relationship between Ireland and the European Union since 1973;

Appreciate the challenges and opportunities of membership and enlargement for both the Irish state and Irish companies;

Appreciate the implications for citizens and businesses brought about by further integration in Europe.

Assessment method – 2 hour exam

Introduction to International Business

Programme and Module Code: Bachelor of Business (Ordinary) Year 3, MGTB 0102

International business is the cornerstone of Irish economic success. The purpose of this module is to enable the student to understand the dynamic international business environment, and to provide an appreciation of the complex societal, economic and institutional context in which transnational business must operate and compete.

Learning Outcomes

On successful completion of this module a student will be able to: Trace the evolution of international business, and in particular, the globalisation trend; Express an insight into the importance of international business in the context of Ireland; Demonstrate an understanding of the influence of the international business environment on the transnational corporation; Distinguish the potential impacts of national culture on TNC management and processes; Describe the international business environment of a country.

Assessment method – 100% Continuous Assessment

School of Science

Spring Semester Modules

Term: January – May



Academic Advisors School of Science

Computing Mathematic & Physics

Academic Advisor
Mícheál ÓhÉigearthaigh
Tel: +353 51 845626
Email: moheigearthaigh@wit.ie



Chemical & Life Science

Academic Advisor
Peter McLoughlin
Tel: +353 51 302029
Email: pmcloughlin@wit.ie



ECTS SUBJECT LISTINGS

This is a provisional guide and modules in this guide are subject to change before the commencement of the academic year 2011-12.

School of Science

Dept of Computing, Mathematics & Physics

ECTS SUBJECT LISTINGS

This is a provisional guide and modules in this guide are subject to change before the commencement of the academic year 2011-12.

School of Science

Dept of Computing, Mathematics & Physics

Programme: BSc in Software Systems Development –Year 2

Programme Code: WD_KCOMC_D (WD151) Year 2

Module title: Server Side Programming CRN 77121

Offered: Semester 2

Credits: 5

Learning Outcomes:

Building on existing programming and dynamic web development skills, this module will introduce the concept of server side programming in the context of Web Application Development. The student will learn how to write server side scripts and to build database driven web sites.

On completion of this course the student should be able to:

- Create web pages with a server side scripting language such as PHP or JSP.
- Understand what is involved in setting up and building a database-driven web site.
- Integrate database content in web pages.
- Create web pages with asynchronous server side processing.

Assessment Method: 100% Continuous Assessment

Programme Code: WD_KCOMC_D (WD151) Year 2
Module title: Event Driven Programming CRN 77117
Offered: Semester 2
Credits: 5

Learning Outcomes:

This module will instruct the student in web programming techniques. It will illustrate web programming and equip the student with the knowledge to program for the web with confidence.

On successful completion of this module a student will be able to:

- Apply containers and layouts to produce simple GUI Java applications.
- Describe the fundamentals of Java's graphical rendering system.
- Create applications that use low-level on-screen graphics.
- Create simple Java applets.
- Create GUI applications that use Java Swing components for input and output.
- Describe Java's event handling model.
- Describe the use of basic multi-threading in Java.
- Develop thread-based Java applications.
- Describe the basics of Java sockets for client-server applications.
- Fully explain all Java code produced for all assignments and examinations.

Assessment Method: 100% Continuous Assessment

Programme Code: WD_KCOMC_D (WD151) Year 2
Module title: Marketing in IT Industries CRN 69418
Offered: Semester 2
Credits: 5

Learning Outcomes:

The aim of this module is to introduce the fundamentals of marketing generic and bespoke high technology products and services. On successful completion of this module a student will be able to:

- Demonstrate an understanding of the role of marketing in software development.
- Conduct marketing research pertaining to a high technology product or service.
- Describe the role of internet marketing in the high technology marketing mix.
- Demonstrate an understanding of the use of software technologies in marketing high technology products.

Assessment Method: 100% Continuous Assessment

Programme Code: WD_KCOMC_D (WD151) Year 2

Module title: Systems and Information CRN 67572

Offered: Semester 2

Credits: 5

Learning Outcomes:

This module will enable the student to appreciate systems philosophy and key systems concepts, to appreciate the key concepts associated with information, data and knowledge and to relate systems and information to each other in practice. On successful completion of this module a student will be able to:

- Understand the distinction between data, information and knowledge.
- Describe and evaluate information quality
- Describe the components of information systems
- Explain the activities involved in information systems development and use.
- Understand how information systems can assist in communication and collaboration
- Identify the key societal issues regarding information systems
- Describe the security and privacy issues involving the use of information systems

Assessment Method: 50% Final Exam, 50% continuous assessment

Programme Code: WD_KCOMC_D (WD151) Year 2

Module title: Database Systems CRN 69821

Offered: Semester 2

Credits: 5

Learning Outcomes:

On successful completion of this module a student will be able to:

- Demonstrate the ability to model more complex applications using advanced data modelling concepts.
- Recognise and explain the important issues when administering an enterprise level database and suggest standard techniques to handle those issues.
- Understand the fundamentals of distributed databases.
- Identify and assess the various vulnerabilities a database may be subjected to.
- Construct SQL statements, which would allow for the creation of a relational database tables and manipulation of the data within those tables.

Assessment Method: 50% Continuous Assessment 50% Final Exam

Programme Code: WD_KCOMC_D (WD151) Year 2

Module title: Internetworking CRN 69814**Offered: Semester 2****Credits: 5****Learning Outcomes:**

The aim of this module is to deepen the learner's understanding of networking concepts in the context of internetworking. The module builds on fundamental networking concepts already studied and extends on that knowledge by examining wide area network concepts, wireless communications and internet protocols. It progresses to network applications and their implementation details.

On completion of this course the student should be able to:

- Discuss the Internet Protocol addressing scheme.
- Explain the technique used for IP encapsulation.
- Compare and contrast IP version 4 and Internet Protocol version 6 (IPv6).
- Explain how network application programs use protocol software.
- Explain how wireless communications operate.
- Explain the basics of network management software.
- Describe the basic techniques used in network security.
- Extend the knowledge of concepts through independent learning.

Assessment Method: 50% Continuous Assessment 50% Final Exam

Programme: BSc in Software Systems Development – Year 3**Programme Code: KCOMC_D_Y3****Module: Advanced Databases CRN 77125****Offered: Semester 2****Credits: 5****Objectives:**

This module builds upon the knowledge gained in the Database Systems module. The primary aim of this module is to expose the student to complex database issues and problems and to provide students with the knowledge and technical ability to solve those problems. The module will also provide the student with the necessary skills to make critical decisions in regards to database design, implementation, maintenance, conversion and testing in both a traditional and a distributed environment.

On completion of this subject, the student should be able to:

1. Be proficient in SQL and subsequently develop a database solution.
2. Competently interact with a commercial database environment and its related components.
3. Understand the role of transaction management and to deploy suitable techniques to support this concept.
4. Provide an implementation plan for a database solution and critically assess a typical database solution.
5. Understand the issues involved in Object Oriented Database solutions.
6. Understand the issues involved in a Distributed Database environment.
7. Understand the issues involved in Multimedia & Internet Database solutions.

Assessment Method: 50% Continuous Assessment 50% Final Exam

Programme Code: WD_KCOMC_D (WD151) Year 3

Module title: Security Principles CRN 71743

Offered: Semester 2

Credits: 5

Learning Outcomes:

This module provides an introduction to IT Security. The emphasis is on the fundamentals of security, including the nature of threats and services that can be put in place to address these threats. Cryptographic techniques, that underpin many security mechanisms, are also covered.

On completion of this course the student should be able to:

- Describe the various security services that can be provided to an organisation
- Understand the nature of threats and attacks and the role of both technology and policy in mitigating against them
- Understand the role of cryptography in computer security, including its benefits and limitations
- Explain various cryptographic approaches and techniques for the provision of secrecy, authentication, integrity and non-repudiation
- Demonstrate the ability to use commercial encryption software for both secrecy of data and authentication purposes
- Demonstrate an understanding of a range of tools that are available to support security services.

Assessment Method: 50% Continuous Assessment 50% Final Exam

Programme Code: WD_KCOMC_D (WD151) Year 3

Module title: Software Enterprise CRN 69434

Offered: Semester 2

Credits: 5

Learning Outcomes:

The aim of this module is to develop the student's creativity, analytical skills and decision prowess in business plan formulation, and to provide students the opportunity to produce an authentic business plan. On successful completion of this module a student will be able to:

1. Formulate, design and communicate a realistic business plan based upon a high technology or software product idea
2. Apply small business and entrepreneurship management theory to problem situations via case study analysis.
3. Understand and engage in the processes of creativity and opportunity recognition through the use of action based exercises.
4. Demonstrate an awareness of the changing characteristics of a software business as it progresses through the start-up lifecycle.

Assessment Method: 100% Continuous Assessment

Programme Code: WD_KCOMC_D (WD151) Year 3

Module title: Organisational Information Systems CRN 71884

Offered: Semester 2

Credits: 5

Learning Outcomes:

This module will expand upon the basic concepts of information systems and will illustrate how information systems are utilized at an organisational level. On successful completion of this module a student will be able to:

- Categorize organisational activities as part of an organisational value chain.
- Illustrate how information systems are applied in different functional areas.
- Outline the inter-relationships between functional information systems.
- Justify the need for information integration within an organisation.
- Identify how information systems can be used to restructure business processes and organisational forms.
- Outline how information systems can assist in decision making.
- Illustrate how organisations can manage their data resource.
- Demonstrate proficiency in the use of an ERP package

Assessment Method: 50% Final Exam, 50% continuous assessment

Programme Code: WD_KCOMC_D (WD151) Year 3

Module title: User Centered Design CRN 71876

Offered: Semester 2

Credits: 5

Learning Outcomes:

User Centered Design builds on the module Cognitive Science & HCI from Semester 3. This module will give the student a thorough theoretical and practical understanding of the design of human centered technology. The student will also gain an understanding of the theory and practice of evaluation and usability testing. On successful completion of this module a student will be able to:

- Demonstrate an understanding of the underlying issues and principles of User Centered Design.
- Describe and differentiate between the various methods of analysing users.
- Create prototypes of proposed design solutions.
- Demonstrate and illustrate their understanding of the stages involved in usability testing.
- Recognise and explain the impact of social, economic, political and cultural factors on the design of user interfaces.

Assessment Method: 100% Continuous Assessment

Programme Code: WD_KCOMC_D (WD151) Year 3

Module title: GUI Development CRN 67613

Offered: Semester 2

Credits: 5

Learning Outcomes:

This module examines the software development techniques used in the design of Graphical User Interfaces (GUIs). It addresses creation of GUIs through web based and stand-alone front-end applications, and how to port a desktop application to a web environment. It focuses primarily on the Abstract Window Toolkit (AWT) library. Finally, Networking Technologies and Database Connectivity concepts are introduced to the student, with extensive practical exercises taking the student through all major aspects of the design and development of GUI Applications. On successful completion of this module a student will be able to:

- Classify GUI Components and develop simple GUI Applications using AWT/Swing components.
- To understand and apply the concepts of class hierarchy and encapsulation that underlie the idea of packages, in application development.
- Demonstrate competency in the use of Object-Oriented Container Libraries.
- Demonstrate the use of Database Connectivity to develop more sophisticated applications.

Assessment Method: 100% Continuous Assessment

Programme: Bachelor of Science in Information Technology – Year 2

Programme Code: WD_KINFT_D (WD155) Year 2

Module title: Event Driven Programming CRN 77117

Offered: Semester 2

Credits: 5

Learning Outcomes:

This module will instruct the student in web programming techniques. It will illustrate web programming and equip the student with the knowledge to program for the web with confidence.

On successful completion of this module a student will be able to:

- Apply containers and layouts to produce simple GUI Java applications.
- Describe the fundamentals of Java's graphical rendering system.
- Create applications that use low-level on-screen graphics.
- Create simple Java applets.
- Create GUI applications that use Java Swing components for input and output.
- Describe Java's event handling model.
- Describe the use of basic multi-threading in Java.
- Develop thread-based Java applications.
- Describe the basics of Java sockets for client-server applications.
- Fully explain all Java code produced for all assignments and examinations.

Assessment Method: 100% Continuous Assessment

Programme Code: WD_KINFT_D (WD155) Year 2

Module title: Internetworking CRN 69814

Offered: Semester 2

Credits: 5

Learning Outcomes:

The aim of this module is to deepen the learner's understanding of networking concepts in the context of internetworking. The module builds on fundamental networking concepts already studied and extends on that knowledge by examining wide area network concepts, wireless communications and internet protocols. It progresses to network applications and their implementation details.

On successful completion of this module a student will be able to:

- Discuss the Internet Protocol addressing scheme.
- Explain the technique used for IP encapsulation.
- Compare and contrast IP version 4 and Internet Protocol version 6 (IPv6).
- Explain how network application programs use protocol software.
- Explain how wireless communications operate.
- Explain the basics of network management software.
- Describe the basic techniques used in network security.
- Extend the knowledge of concepts through independent learning.

Assessment Method: 50% Final Examination, 50% Continuous Assessment

Programme Code: WD_KINFT_D (WD155) Year 2

Module title: Database Systems CRN 69821

Offered: Semester 2

Credits: 5

Learning Outcomes:

In this module, the student builds on the knowledge gained in Database Fundamentals. The student is exposed to advanced data modelling techniques. They will be provided with the knowledge and know how to administer and manage a commercial database. The student will also gain competence in SQL.

On successful completion of this module a student will be able to:

- Demonstrate the ability to model more complex applications using advanced data modelling concepts.
- Recognise and explain the important issues when administering an enterprise level database and suggest standard techniques to handle those issues.
- Understand the fundamentals of distributed databases.
- Identify and assess the various vulnerabilities a database may be subjected to.
- Construct SQL statements, which would allow for the creation of a relational database tables and manipulation of the data within those tables.

Assessment Method: 50% Final Examination, 50% Continuous Assessment

Programme Code: WD_KINFT_D (WD155) Year 2
Module title: Multimedia Development CRN 69828
Offered: Semester 2
Credits: 5

Learning Outcomes:

This module aims to provide learners with both a theoretical and practical view of building a complete multimedia application.

On successful completion of this module a student will be able to:

- Plan, strategise and design a complete application using paper prototyping
- Apply HCI principles in the design of working prototype and evaluate it's role in the design and development of multimedia applications
- Using a variety of multimedia applications design and develop a working prototype of a multimedia title of your choice
- Gain competency in the use of Adobe Dreamweaver

Assessment Method: 100% Continuous Assessment

Programme Code: WD_KINFT_D (WD155) Year 2
Module title: Management Science CRN 69835
Offered: Semester 2
Credits: 5

Learning Outcomes:

This module aims to further develop the students' problem solving skills. It assumes a basic knowledge of Linear Regression techniques and expands on them into the realm of Advanced Regression Techniques. It introduces the student to the mathematics of Networks and Probability. The student will see how probability can be applied in a commercial/industry setting. MS Excel will be used as a modelling tool.

On successful completion of this module a student will be able to:

- Use Visual Basic to automate spreadsheet tasks
- Identify patterns from intricate data sets, present them for subsequent analysis and draw suitable inferences from them
- Understand and analyse network graphic diagrams
- Use probability techniques to evaluate Quality Control

Assessment Method: 50% Final Examination, 50% Continuous Assessment

Programme Code: WD_KINFT_D (WD155) Year 2

Module title: Meta-information CRN 69842

Offered: Semester 2

Credits: 5

Learning Outcomes:

This module introduces the fundamental concepts of web information management. The module introduces the learner to concepts of universal formatting for structured documents using XML. It builds on the learner's previous knowledge of basic client side web design and scripting and introduces the learner to server-side technologies.

On successful completion of this module a student will be able to:

- Compare and Contrast between structured and unstructured documents
- Demonstrate an understanding of basic XML anatomy and structure
- Demonstrate how to create a "well-formed" document
- Discuss the importance of validation in the creation of XML documents
- Apply the basics of eXtensible scripting to a well formed document.
- Demonstrate a practical knowledge of server-side scripting technologies.

Assessment Method: 50% Final Examination, 50% Continuous Assessment

Programme: Bachelor of Science in Information Technology – Year 3

Programme Code: WD_KINFT_D (WD155) Year 3

Module title: Security Principles CRN 71743

Offered: Semester 2

Credits: 5

Learning Outcomes:

This module provides an introduction to IT Security. The emphasis is on the fundamentals of security, including the nature of threats and services that can be put in place to address these threats. Cryptographic techniques, that underpin many security mechanisms, are also covered.

On successful completion of this module a student will be able to:

- Describe the various security services that can be provided to an organisation
- Understand the nature of threats and attacks and the role of both technology and policy in mitigating against them
- Understand the role of cryptography in computer security, including its benefits and limitations
- Explain various cryptographic approaches and techniques for the provision of secrecy, authentication, integrity and non-repudiation
- Demonstrate the ability to use commercial encryption software for both secrecy of data and authentication purposes
- Demonstrate an understanding of a range of tools that are available to support security services.

Assessment Method: 50% Final Examination, 50% Continuous Assessment

Programme Code: WD_KINFT_D (WD155) Year 3

Module title: GUI Development CRN 72260

Offered: Semester 2

Credits: 5

Learning Outcomes:

This module examines the software development techniques used in the design of Graphical User Interfaces (GUIs). It addresses creation of GUIs through web based and stand-alone front-end applications, and how to port a desktop application to a web environment. It focuses primarily on the Abstract Window Toolkit (AWT) & Swing libraries. Finally, Database Connectivity concepts are introduced to the student, with extensive practical exercises taking the student through all major aspects of the design and development of GUI Applications. On successful completion of this module a student will be able to:

- Classify GUI Components and develop simple GUI Applications using AWT/Swing components.
- To understand and apply the concepts of class hierarchy and encapsulation that underlie the idea of packages, in application development.
- Demonstrate competency in the use of Object-Oriented Container Libraries.
- Demonstrate the use of Database Connectivity to develop more sophisticated applications.

Assessment Method: 100% Continuous Assessment

Programme Code: WD_KINFT_D (WD155) Year 3

Module title: Hypermedia Systems CRN 72276

Offered: Semester 2

Credits: 5

Learning Outcomes:

This module will introduce the student to Hypermedia and Web Information Management and Architecture.

On successful completion of this module a student will be able to:

- Identify and describe the characteristics of hypermedia.
- Characterise hypermedia applications and distinguish them from other software applications.
- Characterise the primary information models.
- Define information architecture.
- Identify user needs and behaviours.
- Design, implement and evaluate a hypermedia application.

Assessment Method: 50% Final Examination, 50% Continuous Assessment

Programme Code: WD_KINFT_D (WD155) Year 3

Module title: Advanced Databases CRN 77125**Offered: Semester 2****Credits: 5****Learning Outcomes:**

This module builds upon the knowledge gained in the Database Systems module. The primary aim of this module is to expose the student to complex database issues and problems and to provide students with the knowledge and technical ability to solve those problems. The module will also provide the student with the necessary skills to make critical decisions in regards to database design, implementation, maintenance, conversion and testing in both a traditional and a distributed environment.

On successful completion of this module a student will be able to:

1. Be proficient in SQL and subsequently develop a database solution.
2. Competently interact with a commercial database environment and its related components.
3. Understand the role of transaction management and to deploy suitable techniques to support this concept.
4. Provide an implementation plan for a database solution and critically assess a typical database solution.
5. Understand the issues involved in Object Oriented Database solutions.
6. Understand the issues involved in a Distributed Database environment.
7. Understand the issues involved in Multimedia & Internet Database solutions.

Assessment Method: 50% Continuous Assessment, 50% final exam.**Programme Code: WD_KINFT_D (WD155) Year 3****Module title: MIS Fundamentals CRN 72266****Offered: Semester 2****Credits: 5****Learning Outcomes:**

This module will provide students with the fundamental concepts of how business firms use information technologies and systems to manage and organise business operations towards achieving corporate objectives.

On successful completion of this module a student will be able to:

1. Describe the foundation concepts behind Information Systems and justify why knowledge of Information Systems is important in a business environment.
2. Understand how a business works by identifying business processes and how Information Systems fit into business operations.
3. Describe how the use of Information Systems can help an organisation to gain a strategic business advantage.
4. Describe business functional areas. Explain and use how integrated information systems help a firm prosper by improving business processes and by providing business managers with accurate, consistent and current data
5. Discuss new technology innovations for managers to achieve business objectives.

Assessment Method: 50% Final Examination, 50% Continuous Assessment**Programme Code: WD_KINFT_D (WD155) Year 3**

Module title: Systems Development CRN 71796**Offered: Semester 2****Credits: 5****Learning Outcomes:**

This module introduces students to IT project management and to the principles and practices of object oriented information systems analysis and design.

On successful completion of this module a student will be able to:

- Explore the phases in the IT project lifecycle and the system developments life cycle
- Identify leaderships roles and responsibilities in IT project management
- Design budget and schedule constraints for a detailed IT project
- Examine the various systems development methodologies
- Investigate the various tools and techniques used for gathering and determining requirements for an information system
- Construct UML models for specific system case studies
- Reflect on model solutions for the purpose of refining user requirements.
- Construct UML diagrams using the software package Rational Rose

Assessment Method: 100% Continuous Assessment**Programme: Bachelor of Science in Multimedia – Year 3****Programme Code: KMULA_D_Y3****Module: Network Systems Concepts CRN 71739****Offered: Semester 2****Credits: 5**

This module will provide the student with an introduction to networking concepts, the components of both a LAN and a WAN, also to provide the student with an understanding of the technologies currently available for Multimedia streaming.

Objectives:

On completion of this subject, the student should be able to:

1. Discuss the basic networking concepts and components.
2. Differentiate between the different technologies utilised in the construction of a Local Area Network.
3. Discuss the basic concepts of a WAN and distinguish between various WAN technologies.
4. Discuss traditional Internet Applications
5. Discuss wireless and mobile network concepts
6. Discuss the technologies used for streaming multimedia over a WAN
7. Support Protocols & Technologies

Assessment Method: 50% Final Examination, 50% Continuous Assessment**Programme Code: KMULA_D_Y3**

Module: Multimedia Programming CRN 71731

Offered: Semester 2

Credits: 5

Objectives:

To consolidate and render more fluent the abilities acquired up until now in programming. To enable the student to write multimedia applications and applets in a language such as Java.

On completion of this subject, the student should be able to:

1. design programs that use control structures, classes and methods
2. be aware of and able to illustrate the passing of messages among classes to solve a problem
3. in accordance with a plan, develop classes that inherit some or all of the properties of other classes
4. be able to tackle reasonable programming projects the solution of which requires some degree of problem solving
5. develop a multimedia application without the use of advanced authoring tools
6. know how to improve and develop his/her knowledge to respond to workplace demands or personal requirements.

Assessment Method: 100% Continuous Assessment

Programme Code: KMULA_D_Y3

Module: E-Learning and Accessibility CRN 71735

Offered: Semester 2

Credits: 5

Objectives:

This module aims to provide students with an introduction to e-learning and accessibility. Topics covered include eLearning, accessibility policies, requirements and standards.

On completion of this subject, the student should be able to:

1. Describe the development design and authoring of eLearning.
2. Organise instruction and create learning environments.
3. Describe needs and task analysis.
4. Evaluate accessibility policies, requirements and standards.
5. Apply guidelines and standards in the creation, testing and validation of accessible user interfaces.
6. Develop a computer based, accessible learning environment.

Assessment Method: 100% Continuous Assessment

Programme Code: DESG 0013; KMULA_D_Y3

Module: Security Principles CRN 71743**Offered: Semester: 2****Credits: 5****Objectives:**

This module provides an introduction to IT Security. The emphasis is on the fundamentals of security, including the nature of threats and services that can be put in place to address these threats. Cryptographic techniques, that underpin many security mechanisms, are also covered.

On completion of this subject, the student will be able to:

1. describe the various security services that can be provided to an organisation.
2. understand the nature of threats and attacks and the role of both technology and policy in mitigating against them.
3. understand the role of cryptography in computer security, including its benefits and limitations.
4. explain various cryptographic approaches and techniques for the provision of secrecy, authentication, integrity and non-repudiation .
5. demonstrate the ability to use commercial encryption software for both secrecy of data and authentication purposes.
6. demonstrate an understanding of a range of tools that are available to support security services.

Assessment Method: 50% Continuous Assessment, 50% Final Exam.**Programme Code: PROJ 0018, KMULA_D_Y3****Module: Digital Graphic Design CRN 71747****Offered: Semester 2****Credits: 5****Objectives:**

The aim of the subject is to bring the artistic power and vision of each student to a higher level, by further developing the visual creativity of the student. High quality visuals are produced for both screen and print taking into account the limitations of printing methods for various print media.

On completion of this subject, the student should be able to:

1. Specify, design and cost a print job for a business or event (including business cards, stationary, flyers, posters, T-shirts, vinyl adhesives, etc.)
2. Demonstrate a thorough understanding of the theoretical and practical principles of graphic design.
3. Display a comprehensive knowledge of a range of techniques, to enable them to develop a multimedia portfolio.
4. Compose digital artwork, using a range of techniques and software, for both digital and print media.

Programme Code: KMULA_D_Y3

Module: 3D & Video (Transcoding) CRN 71751

Offered: Semester 2

Credits: 5

Objectives:

This module provides a basic knowledge and understanding of video transcoding and 3D scene creation.

On completion of this subject, the student should be able to:

1. Understand Video Coding Standards
2. Understand, identify and apply video transcoding techniques
3. Create an animated 3D scene

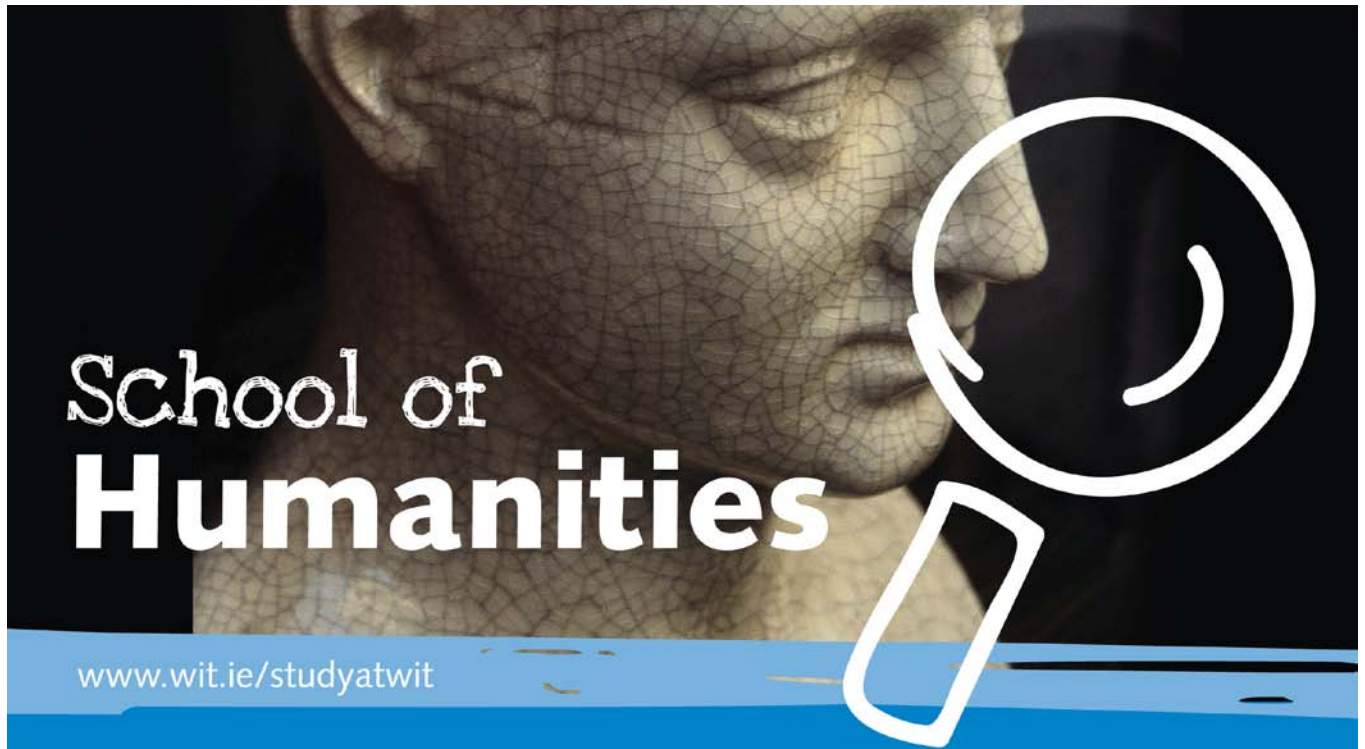
Dept of Chemical & Life Science

Subject listings for Department of
Chemical & Life Science to be added
shortly.

School of Humanities

Spring Semester Modules

Term: January – May



Academic Advisors School of Humanities:

Humanities/German

Academic Advisor
Fionnuala Kennedy
Tel: +353 51 302637
Email: fkennedy@wit.ie

Humanities/French

Academic Advisor
Don O'Neill
Tel: +353 51 302637
Email: doneill@wit.ie

Humanities/Spanish

Academic Advisor
Erin McNamara Cullen
Tel: 353 51302065
Email: emnamara@wit.ie

Law

Academic Advisor
Walter O'Leary
Tel: + 353 51 302265
Email: woleary@wit.ie

ECTS SUBJECT LISTINGS

This is a provisional guide and modules in this guide are subject to change before the commencement of the academic year 2011-12.

School of Humanities

LANGUAGE MODULES:		
English for Erasmus Students A	ENGL_S1002	SOCER_X
English for Erasmus Students C	ENGL_S1002	SOCER_X
French		OHOSM_B_Y2
French	LANG_H3002	OHOSM_B_Y3
French	FREN_H4002	GLGMK_B_Y4
French B1.3 and B2.1	FREN 0017	WD_HARTS_Y1
French B1.4		WD_HARTS_Y1
German	GERM_H4002	WD_GLGMK_BY4
German A1 Sem 1		WD_ARTS_B_Y1
German A2 Sem 2		WD_ARTS_B_Y1
German B1.1 Sem 1		WD_ARTS_B_Y1
German B1.2 Sem 2		WD_ARTS_B_Y1
German		WD_GLGMK_B_Y4
Italian A1 Sem 1		WD_ARTS_B_Y1
Italian A2 Sem 2		WD_ARTS_B_Y1
Italian		OHOSM_B_Y2
Italian		OHOSM_B_Y3
Italian		WD_GLGMK_B_Y4
An Ghaelige B1.3		WD_ARTS_B_Y1

An Ghaelige B1.4		WD_ARTS_B_Y1
Spanish A1, Sem 1		WD_ARTS_B_Y1
Spanish A2 Sem 2		WD_ARTS_B_Y1
Spain's History and Society		WD_HARTS_Y1
Intro. To Latin America Literature and Culture Sem 2		WD_HARTS_Y1
Hispanic Identities		WD_HARTS_Y2
Trends in Spanish Literature		WD_HARTS_B_Y2
Spanish B1.1, Sem 1		WD_ARTS_B_Y2
Spanish B1.2, Sem 1 and 2		WD_ARTS_B_Y2_Y3
Spanish B1.3, Sem 1 and 2		WD_ARTS_B_Y2_Y3
Spanish B1.4, Sem 2		WD_ARTS_B_Y2
Spanish C1.1, Sem 1		WD_ARTS_B_Y3
Spanish 2.1, Sem 1		WD_ARTS_B_Y3
Spanish 2.2, Sem 1		WD_ARTS_B_Y3
Spanish 2.3, Sem 2		WD_ARTS_B_Y3
Spanish	SPAN_H4001	WD_GLGМК_B_Y4

B.A. in Languages & Marketing – Year 4

Advertising Management (ELECTIVE)

Course & Programme Code: MGTH 0042, GLGMK_B_Y4

CRN Number: 65158

Offered: Semester 2

Credits: 5

Objectives:

On successful completion of the course the student should be able to:

- Determine how the nature of the consumer, the relationship between products and market groups and research and planning can contribute to marketing and advertising success
- Evaluate the broader environment and regulatory constraints, social impact and global context of advertising
- Assess the advertising creative process and demonstrate a knowledge of how advertisers adapt their message strategies to a variety of media
- Question the role of advertising within the total communications mix and evaluate how advertising may be inter-related with other specialised promotional tools

EU Integration Studies (ELECTIVE)

Course & Programme Code: INTG 0001, GLGMK_B_Y4

CRN Number: 65160

Offered: Semester 2

Credits: 5

Objectives:

On successful completion of the course the student should be able to:

- Diagnose the motivations for states to integrate on economic and political levels;
- Trace the main developments in the evolution of integration in the European Union model;
- Describe the main structures and functions of the European Union institutions;
- Comprehend the implications for citizens and business of increasing integration in Europe;
- Evaluate the main challenges facing the European Union in the coming years and decades;
- Appreciate the challenges and opportunities for the international role of the EU via closer foreign policy relations.

School of Engineering

Spring Semester Modules

Term: January - May



Academic Advisors School of Engineering:

Architecture

Academic Advisor

Maire Henry

Tel: +353 51 306190

Email: mhenry@wit.ie



Construction

Academic Advisor

John Carney

Tel: +353 51 302071

Email: jcarney@wit.ie



Electronics

Academic Advisor

Albert Byrne

Tel: +353 51 302033

Email: abyrne@wit.ie

ECTS SUBJECT LISTINGS

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School of Engineering

Subjects to follow shortly.