



Waterford Institute *of* Technology

Masters in Business Studies

Department of Graduate Business



A specialist Masters is now a highly sought after qualification both by those getting ready to launch their careers and potential employers. At WIT School of Business we offer the MBS programme as a platform to build your own unique degree, based on your business interests, and career ambitions. Students choose which discipline to specialise in - Marketing, Human Resource Management, Management, Corporate Administration, Management and Economics and Finance.

This approach is unique both in terms of the breadth of the subject coverage and the depth of subject expertise with options from monetary economics to business coaching. A key feature of the programme is that it sets the theories into a wider practical perspective, through the use of case studies, state of the art technology and visiting staff who are experienced and respected practitioners.

www.wit.ie

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The Programme Structure

MANDATORY SUBJECTS			
	SEMESTER 1	SEMESTER 2	SEMESTER 3
CORE	<ul style="list-style-type: none">- Entrepreneurship & Innovation Mgmt- Seminar Series- Business Simulation 1- Research Methods	<ul style="list-style-type: none">- Business Development- Leadership and Coaching- Business Simulation 2- Research Specialisation (one of the following):<ul style="list-style-type: none">- Qualitative Research- Quantitative Research- In-Company Project	<ul style="list-style-type: none">- Dissertation
	ELECTIVES	STREAM SUBJECTS	
MARKETING <ul style="list-style-type: none">- Advanced Marketing Analysis 1- Reputation Management		<ul style="list-style-type: none">- Advanced Marketing Analysis 2- Advanced Marketing Strategy	
ECONOMICS & FINANCE <ul style="list-style-type: none">- Econometrics- Corporate Financial Interpretation		<ul style="list-style-type: none">- Monetary Economics- Financial Derivatives	
HUMAN RESOURCES MANAGEMENT <ul style="list-style-type: none">- International Human Resources Mgmt- Emerging Issues - Human Resources		<ul style="list-style-type: none">- Human Resources Consultancy- Employee Relations Strategy	
CORPORATE ADMINISTRATION <ul style="list-style-type: none">- Corporate Regulation & Practice- Corporate Governance		<ul style="list-style-type: none">- Corporate Compliance & Ethics- International Corporate Governance	
MANAGEMENT <ul style="list-style-type: none">- Knowledge Management- Management Skills Development	<ul style="list-style-type: none">- Managing Corporate Creativity- Managing Change		

The programme

WIT School of Business is committed to business postgraduate education, so unlike many other MBS programmes the WIT MBS has a distinctive change in tone from undergraduate to postgraduate. This MBS programme stands apart for its pace, rigour and depth. The programme moves beyond passive knowledge acquisition. Instead emphasis is placed on developing skills of critical thinking, analysis, debate, dealing with high levels of ambiguity, decision making and the simultaneous treatment of interdependent decisions in a more complex environment.

Exposure to international business practices

The international study tour is an important part of the learning journey that you undertake at WIT Department of Graduate Business. We have designed it to be an integral part of the internationalisation effort to make our graduate students more aware of business practices and cultural differences in other countries. With the business community becoming increasingly global in nature, the command of good business knowledge requires an understanding of the global environment. The annual International Study Tour is an opportunity for you to see business in action within an international context. An integral part of most of our graduate programmes, the international study tour allows you to immerse yourself in the business environment of a specific country. You experience a combination of site visits and talks by top executives and leading academics within the context of the specialist subject disciplines you are studying.

Learning from our business leaders

Open to all postgraduate students in the School of Business, our graduate seminar series is designed to facilitate an in-depth understanding of contemporary aspects of business, management and strategy and their application in practice. On a weekly basis, students have the opportunity to exchange concepts and ideas with real-world practitioners in leading Irish enterprises. The series seeks to include a broad range of speakers, but retains a focus on the core themes of leadership and people, entrepreneurship, strategy, management, finance, governance and marketing.

Career opportunities

Graduates of the programme have gone on to gain employment in a myriad of public and private sector organisations at a level where they can make a real contribution to their workplace. The programme has also been of interest to those setting up new ventures in knowledge-based and high technology industries and to policy makers.

Who should apply?

The course is suitable for pre-experience graduates who wish to build on their prior learning and have an aspiration to reach a senior management position. In general we ask that you have a good business related degree (usually a 2H1 or higher) or its equivalent in an area related to your chosen specialisation. International applicants will require a standard of English at TOEFL score of over 6 or IELTS score of over 7.

"I cannot overstate the value gained from the MBS programme that I completed with the School of Business at Waterford Institute of Technology. The graduate business programmes are innovative and intellectually challenging. The student-centred approach encourages both personal and professional development and fully prepares you to compete for senior positions in industry."

Denise Molloy,
Investment Banker,
Goldman Sachs, London UK

For further details, please contact:

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