

# School of Humanities

[www.wit.ie/studyatwit](http://www.wit.ie/studyatwit)

## Department of Languages, Tourism & Hospitality Studies

Acting Head: Ray Cullen, BA Hosp Ed

email: [rcullen@wit.ie](mailto:rcullen@wit.ie)

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## Department of Applied Arts

Head: Michael Howlett, BSc, BD, STL, ThD, PhD

email: [appliedarts@wit.ie](mailto:appliedarts@wit.ie) or [mhowlett@wit.ie](mailto:mhowlett@wit.ie)

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## Department of Creative & Performing Arts

Acting Head: Rachel Finnegan, BA, PhD

Email: [rfinnegan@wit.ie](mailto:rfinnegan@wit.ie)

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## Contacting the school:

Head of School:

John Ennis BA, MA, HDE, FIBA, PhD

Email: [jennis@wit.ie](mailto:jennis@wit.ie)

Norah Fogarty: 051 845553, email: [nfogarty@wit.ie](mailto:nfogarty@wit.ie)

Hannah Butler: 051 845546, email: [hbutler@wit.ie](mailto:hbutler@wit.ie)

Martin Power: 051 846154, email: [mppower@wit.ie](mailto:mppower@wit.ie)

Margaret Fagan: 051 845679, email: [mfagan@wit.ie](mailto:mfagan@wit.ie)

Maria Aylward: 051 302846, email: [maylward@wit.ie](mailto:maylward@wit.ie)

Maria Dunphy: 051 302251, email: [mdunphy@wit.ie](mailto:mdunphy@wit.ie)

Eimear Murphy: 051 302251, email: [emurphy@wit.ie](mailto:emurphy@wit.ie)

Disclaimer

All course titles and information listed are subject to change

CODE: **WD123** LEVEL: **8**

# BA (Hons) in Languages & Marketing

## COURSE FACTS

**COURSE TITLE:**  
BA (Hons) in Languages & Marketing

**COURSE CODE:** WD123

**COURSE LEVEL:** 8

**DURATION:** 4 years

## COURSE ENTRY

### LEAVING CERT:

Number of subjects at grade D or better: 6

Number at higher level grade C or better: 2

### REQUIRED SUBJECTS:

English/Irish: OD3/HD3  
Mathematics: OD3/HD3

### LANGUAGE REQUIREMENTS:

- HC3 in French for students who choose French as their first foreign language
- HC3 in German for students who choose German as their first foreign language
- HC3 in a language other than English for students taking Spanish or Italian

### INTERNATIONAL APPLICANTS:

A pass in the home country's school leaving examination which would normally permit entry to third-level education and which includes a pass in Mathematics, English as a foreign language and in the applicant's mother tongue. Certification in English at least equivalent to the Cambridge First Certificate Examination is also a requirement.

### RECENT ENTRY POINTS:

**YEAR:** 2005 2006

Min. points:  
315 305

## FOR FURTHER INFORMATION:

**COURSE LEADER**  
Dr Fionnuala Kennedy  
Ph: 051 302637  
Email: [fkennedy@wit.ie](mailto:fkennedy@wit.ie)

### What is the BA (Hons) in Languages & Marketing?

This is a four year course combining two foreign languages with Marketing, Business and Information Technology. The course will provide graduates with a high level of proficiency in one foreign language, a good working knowledge of a second, and a high level of expertise in Marketing and Information Technology. Students will choose their first foreign language from the following: French (post Leaving Certificate level), German (post Leaving Certificate level), Italian (beginners' level), Spanish (beginners' level and post Leaving Certificate level) and English as a Foreign Language (for suitably qualified non-native speakers only). The second foreign language options will include French, German, Italian and Spanish (subject to numbers).

### Career Opportunities

- Export promotion
- Marketing
- International trade in Ireland and overseas
- Graduates have also been very successful on IBEC's Export Orientation Programme, which provides placement and training in companies abroad.

### Follow on Study

- Masters degree in Business Studies - Internationalisation
- Masters degree in Business Studies - Management of Change
- Masters by research

### Special Feature

An approved course of study will be followed at a partner college in one EU country (or a partner college in each of the countries of the student's foreign languages) in semesters 5 & 6. Some of the partner colleges include Austria, France, Germany, Italy and Spain, and students will be entitled to financial assistance under the SOCRATES scheme.

"I graduated from WIT in 2004 with a BA (Hons) in Languages and Marketing (German and Italian). As part of my studies I spent a semester studying at the Université de Grenoble, France and another semester at the Universität Augsburg, Germany. This was an amazing experience which enabled me to improve my language skills and also gave me a deeper understanding of French and German culture. I am currently working for Enterprise Ireland in Dublin as Executive Assistant in the Design & Productivity Department, planning and organising advertising campaigns, liaising with design companies in creating promotional material, organising large events with clients and companies from overseas as well as travelling both in Ireland and abroad for various trade fairs and seminars.

I will always have very fond memories of my time at WIT. Lecturers were always approachable and ready to give you a helping hand and the extra push if necessary. Studying both languages and marketing made my course varied and interesting. The course and the college in general had a very friendly feel which made studying there a real pleasure".

Rachel McCormack,  
BA (Hons) in Languages and Marketing

"Languages and Marketing was a very enjoyable, interesting and well organised course. I have to say that all the presentations over the years paid off. They gave me the confidence to present products in my current employment and it's a bonus to be able to do this in another language. I always found the staff at WIT very approachable and supportive. Fantastic course!"

Lisa Ramsbottom, BA (Hons) in Languages and Marketing

## COURSE OUTLINE

YEAR	SEMESTER	COURSE OUTLINE
YEAR ONE	SEMESTER 1	Foreign Language 1 Foreign Language 2 Foundations of Marketing The Economic Environment Introduction to Communications
	SEMESTER 2	Foreign Language 1 Foreign Language 2 Introduction to Financial Management The Strategic Marketing Mix Applied Communications and IT
YEAR TWO	SEMESTER 3	Foreign Language 1 Foreign Language 2 Buyer Behaviour Market Research Theory Intercultural Communication
	SEMESTER 4	Foreign Language 1 Foreign Language 2 Integrated Marketing Communications Market Research Practice Information Systems
YEAR THREE	SEMESTER 5 & 6	International Study
YEAR FOUR	SEMESTER 7 & 8	Foreign Language 1 & 2, Dissertation, International Marketing, Global Strategic Marketing, Services Marketing. One of the following electives must be chosen to study in Semester 8: Advertising Management, Brand Management, EU Integration Studies or Marketing Game Strategy

# Higher Certificate in Business in Hospitality Operations

CODE: **WD039** LEVEL: **6**

## What is the Higher Certificate in Business in Hospitality Operations course?

The term Hospitality Operations is most commonly associated with the operational or day-to-day activities of hotels. However, hospitality operations also encompasses other disciplines such as restaurants, conference and event management, contract and industrial catering, entertainments management in nightclubs, live venues and casual dining. The aim of this course is to provide students with a strong foundation in the operational skills and management techniques essential for supervisory and entry-level management positions within the hospitality sector.

## Career Opportunities

There are varied career paths open to graduates, which include:

- Hotel Supervisory Operations and Entry-Level Management positions
- Licensed Premises Managers
- Catering and Restaurant Supervisors/Entry-Level Management
- Supervisory or Entry-Level Management positions in Conference and Event coordination
- Entry-level Management positions in Entertainments Management

After appropriate periods of supervisory experience, graduates could expect to progress to more senior management positions and wider variety of career opportunities.

## Follow on Study

Year 3 of the BA (Hons) in Hospitality Management (WD091)

Students who do not satisfy the academic entry requirements may apply for progression via a non-standard route having completed a period of relevant industrial experience.

## Special Feature of the Course - Hospitality Placement:

In year 2 of the course, students are required to complete a placement organised by the college in a hospitality organisation in Ireland or abroad. Students are actively involved in the decision-making process in order that their choice of work experience is appropriate to their career aspirations and interests. This placement allows students to gain real experience of working in a hospitality business. Many students have found a career during hospitality placement.

Past companies who have been involved in the placements include: Four Seasons, Hilton, Westin, Mount Juliet Conrad, Park Hotel Kenmare, Jurys-Doyle, Tower Hotel Group and many more.

**Note:** Students on this course will be required to provide their own uniforms and equipment for practical classes; the estimated cost is €250.

COURSE OUTLINE		
YEAR ONE	SEMESTER 1	Introduction to Management Principles of Hospitality and Tourism Languages Business Communications & Computers Food & Beverage Service Introduction to Financial Accounting
	SEMESTER 2	Management Studies Front Office and Accommodation Languages Information Technology & Communications Food Production Financial Accounting
YEAR TWO	SEMESTER 3	Introduction to HRM Operations Management Languages Information Technology & Communications Introduction to Hospitality Law Principles of Marketing
	SEMESTER 4	Hospitality Placement  Conference and Event Operations Languages Hospitality Marketing Introduction to Employment Law Accounting



“My time at WIT was a pleasant and evolving experience, due to the ongoing co-operation, guidance and advice given by my lecturers. The subjects provided me with excellent communication and transferable skills giving me the confidence, knowledge and vision in pursuing a career within the Hospitality Industry”.

Tony Quinlan, Higher Certificate in Business in Hospitality Operations

## COURSE FACTS

**COURSE TITLE:**  
Higher Certificate in Business in Hospitality Operations

**COURSE CODE:** WD039

**COURSE LEVEL:** 6

**DURATION:** 2 years

## COURSE ENTRY

**LEAVING CERT:**  
Total number of different subjects at grade D or better: 5

**REQUIRED SUBJECTS:**  
English/Irish: OD3/HD3  
Mathematics: OD3/HD3

## RECENT ENTRY POINTS:

**YEAR:** 2005      2006

**Min points:**  
170      180

## FOR FURTHER INFORMATION:

**COURSE LEADER**  
Ivor O'Donovan BA, M. Ed.  
Email: [iodonovan@wit.ie](mailto:iodonovan@wit.ie) or [hospitality@wit.ie](mailto:hospitality@wit.ie)

CODE: **WD091** LEVEL: **8**

# BA (Hons) in Hospitality Management

## COURSE FACTS

**COURSE TITLE:**  
BA (Hons) in Hospitality Management

**COURSE CODE:** WD091

**COURSE LEVEL:** 8

**DURATION:** 4 years

## COURSE ENTRY

### LEAVING CERT:

Total number of subjects at grade D or better: 6

Number of subjects at higher level grade C or better: 2

### REQUIRED SUBJECTS:

English/Irish: OD3/HD3

Mathematics: OD3/HD3

### RECENT ENTRY POINTS:

**YEAR:** 2005 2006

Min points:	265	255
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### What is the BA (Hons) in Hospitality Management course?

The term Hospitality Management is most commonly associated with Hotels but also includes careers in entertainment venues, restaurants, bars and casual-dining, event management and contract catering.

This four-year course is designed to equip graduates with a broad range of business skills combined with a thorough knowledge of the hospitality environment.

### Career Opportunities

- Operations Management
- Licensed Premises Manager
- Hospitality Human Resources Manager
- Hospitality Sales & Marketing Managers
- Catering Managers / Restaurant Operators
- Conference and Event Coordinators
- Entertainments Management, Bars, Nightclubs, Venues, Casual Dining

### Follow on Study

Students of this course have progressed to complete further postgraduate study and research in the areas of Hospitality, Tourism, and Business Management.

### Special Features of the Course: Hospitality Placement

During the first semester of year 3, students are required to complete a placement organised by the college in a hospitality organisation in Ireland or abroad. Students are actively involved in the decision making process in order that their choice of work experience is appropriate to their career aspirations and interests. This work experience allows students to gain real experience of working in a hospitality business.

Past companies who have been involved in the placements include: Four Seasons, Hilton, Westin, Mount Juliet Conrad, Park Hotel Kenmare, Jurys-Doyle, Tower Hotel Group and many more.

**Note:** Students on this course will be required to provide their own uniforms and equipment for practical classes; the estimated cost is €250.

## COURSE OUTLINE

YEAR ONE	SEMESTER 1
	Introduction to IT and Communications Language
	Basic Financial Accounting
	Introduction to Management
	Food Production
	Introduction to Hospitality
YEAR ONE	SEMESTER 2
	Applied IT and Communications Language
	Hospitality Financial Accounting
	Management Studies
	Food and Beverage Service
	Front Office and Accommodation
YEAR TWO	SEMESTER 3
	Communications for research Language
	Organisational Behaviour
	Introduction to Marketing
	Rooms Division Management
	Business Law
YEAR TWO	SEMESTER 4
	Information Technology Language
	Introduction to HRM
	Accounting
	Hospitality Marketing Mix
	Conference and Event Management
YEARS THREE & FOUR	
	Hospitality Placement (Semester 5)
	<b>Mandatory:</b> Research Methods & Statistics, Languages, Hospitality Management Accounting, Economic Policy, Services Marketing, Dissertation, Strategic Hospitality Finance, Strategic Management, Advanced Services Management, Human Resource Management
	<b>Electives:</b> Quality Management, Revenue Management, Marketing Management, Entrepreneurship, Facilities Management and E-Commerce.
	In years 3 and 4 students must take all mandatory subjects and one of the elective subjects per semester

## FOR FURTHER INFORMATION:

**COURSE LEADER**  
Anne Marie Lally, BA, MBSm MIHI  
Email: amlally@wit.ie or  
hospitality@wit.ie



“In my current job I use lots of the knowledge I obtained in the BA (Hons) in Hospitality Management such as marketing, accounting, forecasting and customer care. My time in WIT has prepared me well for the challenges and responsibility of a management position.”

Nessa Stafford, BA (Hons) in Hospitality Management

# BA (Hons) in Tourism Marketing

CODE: **WD148** LEVEL: **8**

## What is the BA (Hons) in Tourism Marketing course?

The three-year BA (Hons) in Tourism Marketing is designed to provide learners with the theoretical and practical skills necessary for a successful career in a number of sectors within the wider travel and tourism industry. The structure of the programme and the modules undertaken at each year are designed to develop necessary managerial and marketing abilities.

## Careers in Tourism

Successful graduates of this programme are likely to find employment in marketing or management positions in the following areas:

- Visitor facilities, attractions and heritage centres
- Public and non-profit making organisations including government organisations, Regional Tourist Authorities, community groups and tourism co-operatives
- Inbound and outbound tour operations
- Transport industry
- Hospitality industry and in the major group marketing agencies for the hospitality industry
- Travel agency sector
- Self-employment in small and medium tourism enterprises

## Special Features of this course: Hospitality Placement

Students undertake a Professional Practice module in Year Two in preparation for a period of hospitality placement during the summer between years two and three. This experience will provide the learner with the opportunity to apply theory to a practical context and help the student to finalise future career plans. The placement can be taken in Ireland or internationally.



## COURSE OUTLINE

YEAR ONE	SEMESTER 1
	Introduction to Tourism Introduction to Communications & Information Technology Language The Economic Environment Management Studies Foundations of Marketing
	SEMESTER 2
	Tourism Policy and Politics Applied Communications & Information Technology Language Organisational Behaviour Introduction to Financial Management Strategic Marketing Mix
YEAR TWO	SEMESTER 3
	Business Law Market Research Theory Language Intercultural Studies Buyer Behaviour  Electives: Geography and Environment Information Technology & Travel
	SEMESTER 4
	Entrepreneurship Innovation and Tourism Market Research Practice Language Information Technology Professional Practice  Electives: Heritage and Cultural Studies Tourism Destinations.
YEAR THREE	SEMESTER 5
	The Tourism Destination - Impacts and Sustainability International Marketing Dissertation - Applied Research Integrated Marketing Communications Services Marketing  Electives: Heritage Interpretation Travel & Tour Operations Language
	SEMESTER 6
	Global Strategic Marketing Tourism Branding Internet Marketing The Destination - Competitiveness & Sustainability Dissertation  Electives: Language Quality Management Cultural Tourism in Europe

## COURSE FACTS

**COURSE TITLE:**  
BA (Hons) in Tourism Marketing  
**COURSE CODE:** WD148  
**COURSE LEVEL:** 8  
**DURATION:** 3 years

## COURSE ENTRY

**LEAVING CERT:**  
Total number of different subjects at grade D or better: 6

Number of subjects at higher level grade C or better: 2

**REQUIRED SUBJECTS:**  
English/Irish: OD3/HD3  
Mathematics: OD3/HD3

**RECENT ENTRY POINTS:**  
**YEAR:** 2005 2006  
Min points: 280

## FOR FURTHER INFORMATION:

**COURSE LEADER**  
Angelo Hurley BSc, MSc  
Email: ahurley@wit.ie

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IRELAND

LEVEL:  
**6**

# Advanced Certificate in Hospitality Studies



## COURSE FACTS

**COURSE TITLE:**  
Advanced Certificate in  
Hospitality Studies

**COURSE LEVEL:** 6

**DURATION:** 2 years



## COURSE ENTRY

All of these courses are certified by the Further Education and Training Awards Council (FETAC).

These courses are not available through the CAO system.

### HOW TO APPLY:

Applications should be made directly to: The Admissions Office, Fáilte Ireland, 88-98 Amiens Street, Dublin 1.  
Tel: 1850-256256 or 01-8847806  
Website: [www.faliteireland.ie](http://www.faliteireland.ie)

Applications should be made directly to Fáilte Ireland, which coordinates this programme.



## FOR FURTHER INFORMATION:

**COURSE LEADER**  
Ray Cullen  
Email: [rcullen@wit.ie](mailto:rcullen@wit.ie)

### What is the Advanced Certificate in Hospitality Studies Course?

The Advanced Certificate in Hospitality Studies is a two-year full-time course culminating in an Advanced Certificate, awarded by the Further Education and Training Awards Council (FETAC). Within the hospitality industry, there is a growing need for people with multi-skilled experience, people who can spend periods based in the reception, kitchen, bar, accommodation or the restaurant department of a hotel, guesthouse or other establishment of this nature.

The course qualifies students for multi-skilled employment at a professional level. Training covers both theory and practice, including a period of paid work placement following each college year. This course is particularly attractive for those who enjoy variety and are looking for all-round experience. Many graduates go on to specialise in a particular area in the hospitality industry, including management.

### Career Opportunities

- Top class hotels
- Leisure and activity centres
- The licensed trade
- Cruise-liners
- Event catering
- Major tourist attractions

On completion, you will be qualified to work as a multi-skilled professional in most areas of the Tourism and Hospitality Industry. Alternatively, you may decide to specialise in a particular area and some graduates, continue into hotel management training at the Institute.

### Placement and Grant

Placement takes place in June of both years and companies that are involved in the placement process include: Kelly's Resort Hotel, Rosslare, Co. Wexford, The Four Seasons Hotel, Ballsbridge, Dublin, The K Club, Straffon, Co Kildare, Newpark Hotel, Kilkenny as well as several leading hotels in the south-east. Students will be provided with a weekly training grant, training by highly skilled professionals, service and cookery uniforms, professional chef knife set, a weekly travel allowance and an EU-recognised qualification.

### Awards

Students on the Hospitality Skills course have won several National, International and World awards.

2000: Young Ireland Wine and Dine Awards, Gold Medal, Restaurant Service and Professional Cookery

2002: National Skills, Silver Medal Winner, Restaurant Service AEHT, European Championships, Gold Medal, Restaurant Service

2003: AEHT, European Championships, Gold Medal, Restaurant Service World Skills Final, St Gallen, Switzerland, Medallion of Honour

2004: National Skills, Silver Medal Winner, Restaurant Service

2005: National Catering Championships, two Gold and two Silver Medals, Restaurant Service

### Follow on Study

Upon completion of the course graduates who obtain a satisfactory result may continue on to year two of the two-year Higher Certificate in Business in Hospitality Operations also offered at WIT.

## COURSE OUTLINE

YEAR ONE	
	Food & Beverage Service
	Food Production
	Accommodation Operations
	Applied European Language
	Personal Development, Preparation for Work & Career Planning
	Professional Orientation
	Placement: Summer Work Experience
YEAR TWO	
	Front Office Operations
	Advanced Food & Beverage
	Professional Development 2
	Business Studies
	Collage Elective
	Placement



Sinead Leacy, WIT/Fáilte Ireland graduate and winner of the gold medal in Restaurant Services at the 2005 World Skills Competition in Helsinki, Finland practicing cocktail mixing.

*"By the end of the course I had the skills and knowledge to work confidently whether in the kitchen, bar, accommodation or food service area. It has given me the starting step I need to further my career. I feel this was down to the amazing attention to detail and the commitment of all the lecturers".*

Sharon Griffin, Advanced Certificate in Hospitality Studies

# National Certificate in Professional Cookery

## What is the National Certificate in Professional Cookery course?

The National Certificate in Professional Cookery is full-time over two years. This course is also offered as a National Apprenticeship Programme in Professional Cookery on a day/block release basis over three years.

The course prepares you for employment as a professional chef in the tourism and hospitality industry. As a chef in the skilled profession of cookery, you need to be creative with food. You also have to understand the science of food (including food safety), changing kitchen technologies and the business aspects of catering operations. Training covers the theory and practice of professional cookery and includes four/six months' paid work placement in businesses each year.

## Industry Placement

Students spend 4/6 months in Industry each year.

## Career Opportunities

The course will qualify you to find professional employment in:

- Hotels
- Restaurants
- Licensed trade
- Cruise ships
- Industrial and hospital catering and in other food-related businesses

Career promotion can be rapid, from commis chef to Head Chef or Executive Chef.

## Follow on Study

Graduates may progress from this programme to Culinary Arts Degree programmes.

## COURSE OUTLINE

YEAR ONE

Culinary Skills & Standards  
Healthy Options  
Mediterranean Cuisine  
Pastry  
Gastronomy  
Food safety  
Nutrition  
Introduction to business  
Information technology  
Industry Placement

YEAR TWO

Food Safety  
Culinary Classics  
Cuisines of the world  
Pastry  
Buffet presentations  
Learning Event  
Restaurant Service  
Catering Systems  
Nutrition  
Information Technology  
Language  
Industry Placement

Students will be provided with a weekly training grant, training by highly skilled professionals, service and cookery uniforms, professional chef knife set, a weekly travel allowance and a EU-recognised qualification.

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LEVEL:  
**6**



## COURSE FACTS

**COURSE TITLE:**  
National Certificate in Professional Cookery

**COURSE LEVEL:** 6

**DURATION:** 2 years



## COURSE ENTRY

All of these courses are certified by the Further Education and Training Awards Council (FETAC)

These courses are not available through the CAO system.

## HOW TO APPLY:

Applications should be made directly to: The Admissions Office, Fáilte Ireland, 88-98 Amiens Street, Dublin 1.  
Tel: 1850 256256 or 01 8847806  
Website: [www.faliteireland.ie](http://www.faliteireland.ie)

Applications should be made directly to Fáilte Ireland, which coordinates this programme.



## FOR FURTHER INFORMATION:

**COURSE LEADER**  
Mathias McGivney  
Email: [mmcgivney@wit.ie](mailto:mmcgivney@wit.ie)

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IRELAND

LEVEL:  
**6**

# National Certificate in Tourism with Business



## COURSE FACTS

**COURSE TITLE:**  
National Certificate in Tourism  
with Business

**COURSE LEVEL:** 6

**DURATION:** 2 years



## COURSE ENTRY

All of these courses are certified by the Further Education and Training Awards Council (FETAC).

These courses are not available through the CAO system.

### HOW TO APPLY:

Applications should be made directly to: The Admissions Office, Fáilte Ireland, 88-98 Amiens Street, Dublin 1.  
Tel: 1850-256256 or 01-8847806  
Website: [www.faliteireland.ie](http://www.faliteireland.ie)

Applications should be made directly to Fáilte Ireland, which coordinates this programme.

### What is the National Certificate in Tourism with Business?

This course is a two-year full-time programme, which will provide students with the core abilities to succeed in a variety of positions within the tourism and travel industry.

The subject of tourism is concerned with the movement of people, usually for leisure or business but increasingly for education, health or other purposes and how people and resources interact as the travel process takes place. It is also concerned with the impact tourism has on communities and in the management of that industry in order to maximise positive benefits.

### Career Opportunities

Graduates of the National Certificate in Tourism with Business with suitable post-qualification experience may reasonably expect to work as:

- Travel Advisers and Agents
- Ground Crew and Reservations Personnel in the aviation industry
- Tourist Information Officers
- Tour Representatives
- Guides in Visitor Attractions
- Customer Relations and Administrative Personnel in a variety of tourism-related organisations

### Follow on Study

Direct entry onto other tourism-related programmes might be possible subject to grade and minimum criteria being accepted.

BA (Hons) in Tourism Marketing

### Special Features of the Course

An integral feature of this course is a period of work placement during the summer between year one and two. This will allow you to contextualise theory within a practical setting. In year two you will also have the opportunity to specialise in one of two subjects Guiding or Travel Trade Operations. One of these subjects will be offered to you at the discretion of the department.

Students will be provided with a weekly training grant, training by highly skilled professionals, service and cookery uniforms, professional chef knife set, a weekly travel allowance and a EU-recognised qualification.

## COURSE OUTLINE

YEAR ONE

Introduction to Tourism  
Visitor Information and Tourism Product Knowledge  
Irish Culture and Heritage Tourism  
Computer Applications for Tourism I  
Communications for Personal Development  
Languages  
Professional Customer Services  
Business and Administration Skills

YEAR TWO

Tourism Studies  
Computer Applications for Tourism II  
Languages  
Financial Accounting  
Tourism Marketing Principles and Practices  
Innovation and Tourism  
Guiding or Travel Trade Operations



## FOR FURTHER INFORMATION:

**COURSE LEADER**  
Angelo Hurley  
Email: [ahurley@wit.ie](mailto:ahurley@wit.ie)

# Higher Certificate in Arts in Legal Studies

## What is Law?

Law regulates the conduct of any organised society through a body of rules, written and unwritten, derived from a number of sources.

## What is the Higher Certificate in Arts in Legal Studies course?

The Higher Certificate in Arts in Legal Studies is a two-year course that provides students with foundation knowledge of a broad range of legal subjects. The course also provides some non-law subjects that are designed to improve students' communications and office skills.

## Career Opportunities

- Solicitors' Offices
- Gardai
- Civil Service
- Banks & Building Societies
- Insurance Companies

## Follow on Study

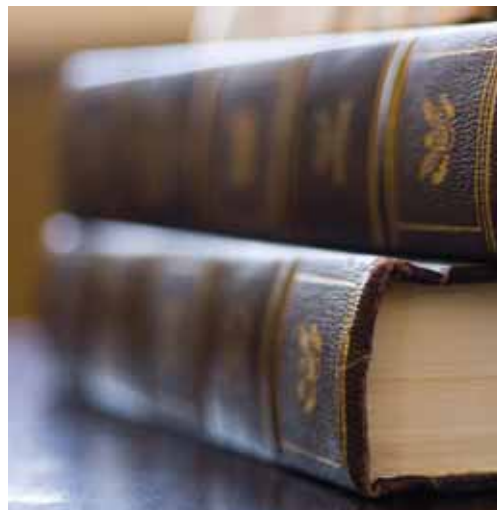
- BA in Legal Studies
- BA in Legal Studies in International Trade

"I graduated from WIT in 2000 with a National Certificate in Arts in Legal Studies. I then decided to take a year out to gain some experience in the work environment. I returned to WIT the following year to complete the National Diploma in Arts in Legal Studies and I graduated with a BA in Legal and Business Studies in 2003. On leaving WIT, I began working with a legal firm called Peter O'Connor & Son Solicitors in Waterford and two years later I am still here. I am employed as a Legal Executive and I specialise in the field of conveyancing. I find my work challenging and very interesting.

Apart from finding my course very interesting, I thoroughly enjoyed the social aspect of attending college in Waterford. Most importantly I made many great friends and had a lot of fun!"

Caitriona Barry, National Diploma in Arts in Legal Studies (now Higher Certificate in Arts in Legal Studies)

COURSE OUTLINE	
YEAR ONE	<b>SEMESTER 1</b> Irish Legal System 1 Introduction to Contract Law & Labour Law 1 Introduction to Crime & Tort 1 Introduction to Company Law Communications 1 Information Technology 1
	<b>SEMESTER 2</b> Irish Legal Systems 2 Introduction to Contract & Labour Law 2 Introduction to Crime & Tort 2 Introduction to Commercial Law Communications 2 Information Technology 2
YEAR TWO	<b>SEMESTER 3</b> Litigation (M) Introduction to Land Law (M) Legal Accounts 1 (M) Applied Communications 1 (M) Conveyancing (E) Family Law (E) Human Rights 1 (E) Sociology/Deviance (E)
	<b>SEMESTER 4</b> Litigation and Evidence (M) Equity & Trusts (M) Legal Accounts 2 (M) Applied Communications 2 (M) Conveyancing and Planning (E) Family Law and Probate (E) Human Rights 2 (E) Policing Studies (E)
(M) = Mandatory Subject (E) = Elective Subject The Institute may at its discretion offer these subjects as electives. In the event that these subjects are not offered as electives, Conveyancing and Family Law will be mandatory.	



CODE: **WD013** LEVEL: **6**

## COURSE FACTS

COURSE TITLE:  
Higher Certificate in Arts in Legal Studies

COURSE CODE: WD013

COURSE LEVEL: 6

DURATION: 2 years

## COURSE ENTRY

LEAVING CERT:  
Total number of subjects at grade D or better: 5

REQUIRED SUBJECTS:  
English/Irish: OD3/HD3  
Mathematics: OD3/HD3

RECENT ENTRY POINTS:  
YEAR: 2005 2006  
Min points: 220 220

## FOR FURTHER INFORMATION:

Email: [appliedarts@wit.ie](mailto:appliedarts@wit.ie)

CODE: **WD033** LEVEL: **7**

 TRANSFER APPLICANTS ONLY

# BA in Legal Studies in International Trade

## COURSE FACTS

**COURSE TITLE:**  
BA in Legal Studies in International Trade

**COURSE CODE:** WD033

**COURSE LEVEL:** 7

**DURATION:** 1 year add-on

## COURSE ENTRY

### LEAVING CERT:

Entry to this course will be open to students who hold a Higher Certificate in Arts in Legal Studies or a Higher Certificate in Business Studies, subject to availability of places.

Candidates with an equivalent qualification (for example a university degree in law or commerce) are also invited to apply for the course.

### What is the BA in Legal Studies in International trade course?

This is a one-year add-on course following on from a Higher Certificate in Legal or Business Studies or an equivalent minimum qualification. It is designed for those seeking to work in areas related to international trade, namely, export/import administration, marketing and financing, international carriage and insurance of goods.

### Special feature

There are guest speakers from the industry and port visits.

### Career Opportunities

Graduates may find employment as operations and administration staff in:

- Shipping companies
- Freight forwarding
- Insurance companies
- Banks
- Transport operator

### Follow on Study

BA (Hons) in Legal Studies with Business

## COURSE OUTLINE

YEAR ONE

Customs Law  
Law of International Trade 1  
Private International Law 1  
EU Constitutional Law  
International Trade Finance 1  
Global Marketing

YEAR TWO

Competition Law  
Law of International Trade 2  
Private International Law 2  
International Trade Finance 2  
EU Competition Law  
International Trade Logistics



“I have been working with Intel Corporation in Amsterdam, The Netherlands since September 2000. My first position in Intel was as a Buyer for the CPU boxing warehouse in Amsterdam. I then moved on to be a Planner for the boxing warehouse, which entailed subcon management; engaging with Geographical Business Organizations; Sales and Marketing Organizations; Capacity Management and many other aspects of Planning. Currently I am working as a Business & Systems Analyst, which involves a lot of project work. I am the Operations Lead on a project team, which is implementing a new SAP Shopfloor Control system and am training to become a Project Manager.

The coaching I received on giving presentations in WIT has aided my development within Intel. I would also like to thank the Lecturers I had during my studies at WIT without their patience and extreme dedication I would not be where I am now. ”

Elaine Griffin, BA in Legal Studies in International Trade

 FOR FURTHER INFORMATION:

Email: [appliedart@wit.ie](mailto:appliedart@wit.ie)

# BA in Legal Studies

## What is the BA in Legal Studies?

This is a one-year add-on course for students who wish to seek employment in areas where law plays a prominent role. Students can also proceed to honours degree level studies having attained the required standards in the degree examinations.

## Career Opportunities

Graduates of the BA in Legal Studies have found work in the following areas:

- Medium and large firms of Solicitors
- Legal Department of Business Organisations
- Auctioneers
- Property Management Sector

## Follow on Study

BA (Hons) in Legal Studies with Business (subject to availability of places)

## Nolan, Farrell and Goff Merit Prize

This prize is awarded annually to the student achieving the highest result in property law. The prize includes a cheque for €1,270 and a formal presentation is made, attended by senior partners of the Firm and the Director of the Institute.

“I graduated with a National Diploma in Legal Studies (now the BA in Legal Studies) with a distinction in 2004. In 2005, I pursued further studies at WIT completing the BA (Hons) in Legal and Business Studies, graduating with a first class honours degree. During the summer of 2005, I completed the entrance exams for the Honourable Society of Kings Inns. I passed all ten exams and completed the formal training to become a barrister. In the immediate future, I will devil with two general Masters and conduct legal research for a prominent Senior Counsel.

My success in exams at the Kings Inns is rooted in my time spent at WIT. I learnt very practical presentation skills which are invaluable to any young barrister. I have also benefited from the research skills which I gathered during my studies which assist me greatly in my chosen profession. Many of the subjects I studied such as family law, litigation and conveyancing gave me an advantage during my year at the Kings Inns as many of my colleagues who had obtained their degrees from other institutions, had not studied these subjects. The guidance and advice from my lecturers encouraged me and words cannot express my gratitude towards them”.

Vivienne Matthews O'Neill, BA in Legal Studies

COURSE OUTLINE		
YEAR ONE	SEMESTER 1	Constitutional Law 1
		Equity and Trusts 1
		Law of Property 1
		Tort 1
		Criminal Law 1
	Law of Wills 1	
	SEMESTER 2	Constitutional Law 2
		Equity & Trusts 2
		Law of Property 2
		Tort 2
Criminal Law 2		
Law of Wills 2		



CODE: **WD073** LEVEL: **7**

 TRANSFER APPLICANTS ONLY

## COURSE FACTS

COURSE TITLE:  
BA in Legal Studies

COURSE CODE: WD073

COURSE LEVEL: 7

DURATION: 1 year add-on

## COURSE ENTRY

REQUIREMENTS:  
Entry to this course will be restricted to students who hold a Higher Certificate in Arts in Legal Studies (subject to availability of places) and candidates with equivalent qualification.

 FOR FURTHER INFORMATION:

Email: [appliedarts@wit.ie](mailto:appliedarts@wit.ie)

CODE: **WD035** LEVEL: **8**

 **TRANSFER APPLICANTS ONLY**

# BA (Hons) in Legal Studies with Business

## COURSE FACTS

**COURSE TITLE:**  
BA (Hons) in Legal Studies with Business

**COURSE CODE:** WD035

**COURSE LEVEL:** 8

**DURATION:** 1 year add-on

## COURSE ENTRY

### REQUIREMENTS:

Entry to the honours degree course will be open to students who hold one of the following:

- BA in Legal Studies (International Trade)
- BA in Legal Studies or equivalent qualification

### What is the BA (Hons) in Legal Studies with Business course?

The BA (Hons) in Legal Studies with Business is a one-year add-on degree course which follows on from the BA in Legal Studies in International Trade, the BA in Legal Studies or equivalent.

### Special Feature of the Programme

The interdisciplinary nature of this course caters for students who are considering entering the employment market and who are attracted not only to the possibility of a career in the legal sector but also to a career in the business sector. The mix of law and business modules offered on this programme expands the range of careers that are available to graduates once they have completed the course.

### Career Opportunities

Graduates of the BA (Hons) in Legal Studies with Business have found work in the following areas:

- Legal Sector
- Commercial Sector
- Financial Sector
- Teaching in secondary schools after gaining a recognised Higher Diploma in Education
- Insurance Sector

### Follow on Study

Masters available in WIT  
Higher Diploma in Education



## COURSE OUTLINE

YEAR ONE	SEMESTER 1
	Law Modules
	Company Law 1
	Contract Law 1
	Financial Services Law 1
	Insolvency Law 1
	Insurance Law
	European Union Law 1
	Business Modules
	Foundations of Business Strategy
	Financial Management 1
	Human Resource Management
	Financial Accounting
	Capital Acquisitions Tax
YEAR ONE	SEMESTER 2
	Law Modules
	Company Law 2
	Contract Law 2
	Financial Services Law 2
	Insolvency Law 2
	Arbitration Law
	European Union Law 2
	Business Modules
	Management Accounting
	Financial Management 2
	Capital Gains Tax & Stamp Duty
	Organisational Studies
	Strategic Management

Students study six modules in each semester. Students must take Company Law 1 & 2 and Contract Law 1 & 2. Students must study one additional law module and two business modules and they can study the remaining one module in either law or business. Students who have graduated from the BA in Legal Studies in International Trade do not take European Union Law and students who choose Financial Management must also take Financial Accounting and Management Accounting as these are co-requisite modules. If students take a module in the first semester, they must take the corresponding module in the second semester.

 **FOR FURTHER INFORMATION:**

Email: [appliedarts@wit.ie](mailto:appliedarts@wit.ie)

# BA (Hons) in Legal Studies

## What is the BA (Hons) in Legal Studies course?

The BA (Hons) in Legal Studies is a three year course of study. It is designed to provide a broad education that equips the students with general knowledge, general transferable skills, legal knowledge and legal skills that can be applied in a range of sectors.

## Career Opportunities

Graduates of the BA (Hons) in Legal Studies will find work in the following areas:

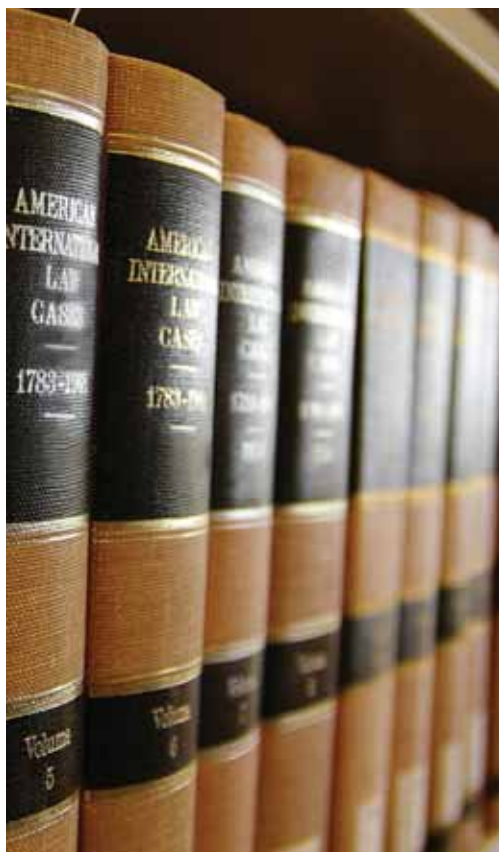
- Legal Sector
- Lecturing
- Journalism
- Broadcasting
- Writing
- Politics
- Business
- Garda Síochána
- Insurance
- Banking

## Follow on Study

Research Masters available at WIT

## Special Feature of the Programme

In addition to the study of the core law pathway, it is possible for students to develop a specialist legal knowledge of some considerable depth within their course through the study of their chosen law option modules e.g. students can choose modules in the context of commercial law, criminal justice and social law options.



COURSE OUTLINE		
YEAR ONE	SEMESTER 1	Critical Thinking IT Applications Foundations of Irish Law Contract 1 Tort 1 Law Option*
	SEMESTER 2	Research Methodologies Irish Legal System Contract 2 Tort 2 Law Option* Legal Research
YEAR TWO	SEMESTER 3	Criminal Law 1 Constitutional Law 1 Land Law 1 EU Law 1 Labour Law Law Option*
	SEMESTER 4	Criminal Law 2 Constitutional Law 2 Land Law 2 EU Law 2 Labour Law 2 Law Option*
YEAR THREE	SEMESTER 5	Company Law 1 Equity and Trusts Jurisprudence 1 Criminal Evidence Dissertation 1 Law Option*
	SEMESTER 6	Company Law 2 Equity and Trusts 2 Jurisprudence 2 Civil Evidence Dissertation 2 Law Option*

\*Law options are offered at the discretion of WIT

CODE: **WD140** LEVEL: **8**

## COURSE FACTS

COURSE TITLE:  
BA (Hons) in Legal Studies  
COURSE CODE: WD140  
COURSE LEVEL: 8  
DURATION: 3 years

## COURSE ENTRY

LEAVING CERT:  
Total number of different subjects at grade D or better: 6  
Number of subjects at higher level grade C or better: 2

REQUIRED SUBJECTS:  
English/Irish: OC3/HD3  
Mathematics: OD3/HD3

RECENT ENTRY POINTS:  
YEAR: 2005 2006  
Min points:

310

## FOR FURTHER INFORMATION:

Email: [appliedarts@wit.ie](mailto:appliedarts@wit.ie)

CODE: **WD150** LEVEL: **8**

# BA (Hons) in Criminal Justice Studies

## COURSE FACTS

**COURSE TITLE:**  
BA (Hons) in Criminal Justice Studies

**COURSE CODE:** WD150

**COURSE LEVEL:** 8

**DURATION:** 3 years



## COURSE ENTRY

### LEAVING CERT:

Total number of different subjects at grade D or better: 6

Number of subjects at higher level grade C or better: 2

### REQUIRED SUBJECTS:

English/Irish: OD3/HD3  
Mathematics: OD3/HD3

### RECENT ENTRY POINTS:

**YEAR:** 2005 2006

Min points: 350

### What is the BA (Hons) in Criminal Justice Studies?

The BA (Hons) in Criminal Justice Studies is a three year degree programme designed to equip the student with general knowledge and transferable skills while focusing on the broad theme of criminal justice. It is a multi-disciplinary course.

### Career Opportunities

- The Probation Service
- The Security Industry
- The Civil Service
- An Garda Síochána
- The Prison Service
- Lecturing
- Research
- Journalism
- Non-Governmental Organisations

### Special Features of the Programme

While this course is both inter-disciplinary and multi-disciplinary, in order to help students develop general academic skills, it is designed with those in mind who would like to enter the criminal justice professions and seeks to cater for their specific educational requirements.

### Follow on Study

Research Masters at WIT



## COURSE OUTLINE

YEAR ONE	SEMESTER 1
	Critical Thinking Foundations of Irish Law Introduction to Criminal Law Introduction to Sociological Problems Foundations of Psychology Irish and EU Governance
YEAR ONE	SEMESTER 2
	IT Applications Irish Legal System Introduction to Management Research Methodologies Sociology of Contemporary Ireland Introduction to Labour Law* Social Policy*
YEAR TWO	SEMESTER 3
	Foundations of Ethics Criminology 1 Irish Fundamental Rights Aspects of Family Law Incarceration & the Law Counselling Skills
YEAR TWO	SEMESTER 4
	Social Ethics Research Methods Criminology 2 International Human Rights Victimology Legal Philosophy
YEAR THREE	SEMESTER 5
	Criminal Law 1 Ethnicity & Crime 1 Human Resource Management Criminal Evidence 1 Policing* Probation* Principles & Issues of Youth Work
YEAR THREE	SEMESTER 6
	Criminal Law 2 Ethnicity & Crime 2 Strategic Management Criminal Evidence 2 Applied Forensics Dissertation

\*Alternatives are offered at the discretion of WIT



**FOR FURTHER INFORMATION:**

Email: [appliedarts@wit.ie](mailto:appliedarts@wit.ie)

# BA in Applied Social Studies in Social Care

## What is the BA in Applied Social Studies in Social Care?

The BA in Applied Social Studies in Social Care is a three year (level 7) course of study. The course is designed to facilitate students who wish to pursue a specific area of interest and prepares students for professional careers in Social Care Work.

The course involves the study of related disciplines of Sociology, Social Policy, Psychology, Law, Applied Social Research and Supervised Professional Practice.

## Career Opportunities

Graduates may take up employment in the state sector and in community-based organisations. Social care workers may work with:

- Children and adolescents in residential care
- People with learning or physical disabilities
- People who are homeless
- People with alcohol/drug dependency
- Families in the community
- Older people
- Recent immigrants to Ireland

Salary scales for qualified social care workers are in the region of €28,000 - €39,000 plus allowances. Salary scales for more senior positions such as childcare leaders are in the region of €38,000 - €44,000 plus allowances.

## Follow on Study

BA (Hons) Applied Social Studies in Social Care (WD052) - one-year add-on

## Special Feature of the Course

The course is designed to facilitate students to specialise as Social Care Workers. All students who wish to graduate as professionally qualified social care workers must successfully complete a supervised work-based placement in each of the second and third years of the course.

COURSE OUTLINE		
YEAR ONE	SEMESTER 1	Social Policy 1 Psychology 1 Sociology 1 Applied Social Studies Personal & Professional Development 1 Developing Social Care Processes 1
	SEMESTER 2	Social Policy 2 Psychology 2 Sociology 2 Personal & Professional Development 2 Law 1 Developing Social Care Processes 2
YEAR TWO	SEMESTER 3	Practice Placement Reflective Learning in Practice Applied Social Studies
	SEMESTER 4	Social Policy Psychology Sociology Applied Social Studies Law Reflective Learning on Practice
YEAR THREE	SEMESTER 5	Sociology Personal & Professional Development Social Policy Psychology Applied Social Studies Law
	SEMESTER 6	Practice Placement Applied Social Studies Personal & Professional Development

CODE: **WD018** LEVEL: **7**

## COURSE FACTS

COURSE TITLE:  
BA in Applied Social Studies in Social Care

COURSE CODE: WD018

COURSE LEVEL: 7

DURATION: 3 years

## COURSE ENTRY

LEAVING CERT:  
Total number of different subjects at grade D or better: 5

REQUIRED SUBJECTS:  
English/Irish: OD3/HD3  
Mathematics: OD3/HD3

RECENT ENTRY POINTS:  
YEAR: 2005 2006  
Min points: 290 280



## FOR FURTHER INFORMATION:

Email: [appliedarts@wit.ie](mailto:appliedarts@wit.ie)

CODE: **WD135** LEVEL: **8**

# BA (Hons) in Applied Social Studies in Social Care

## COURSE FACTS

**COURSE TITLE:**  
BA (Hons) in Applied Social Studies in Social Care

**COURSE CODE:** WD135

**COURSE LEVEL:** 8

**DURATION:** 3 years

## COURSE ENTRY

**LEAVING CERT:**  
Total number of different subjects at grade D or better: 6

Number of subjects at higher level, grade C or better: 2

**REQUIRED SUBJECTS:**  
English/Irish: OD3/HD3  
Mathematics: OD3/HD3

**RECENT ENTRY POINTS:**  
YEAR: 2005 2006

Min points: 300 310

### What is the BA (Hons) in Applied Social Studies?

The BA (Hons) in Applied Social Studies is a three-year level 8 course of study. The course is designed to facilitate students who wish to pursue a specific area of interest and prepares students for professional careers in Social Care Work and Postgraduate Studies in Applied Social Studies.

The course involves the study of related disciplines of Sociology, Social Policy, Psychology, Law and Professional Practice.

### Career Opportunities

Graduates may take up employment by the state sector and in community-based organisations. Social care workers may work with:

- Children and adolescents in residential care
- People with learning or physical disabilities
- People who are homeless
- People with alcohol/drug dependency
- Families in the community
- Older people
- Recent immigrants to Ireland; and others

Salary scales for qualified social care workers are in the region of €28,000-€39,000 plus allowances. Salary scales for more senior positions such as childcare leaders are in the region of €38,000-€44,000 plus allowances.

### Follow on Study

Graduates can proceed to postgraduate studies at this college and others, including Masters in Social Work courses.

### Special Feature of the Course:

The course is designed to facilitate students choosing to specialise in Social Care in their second and third year of the course. The course is designed to develop students as professionally qualified workers for a range of social care employment opportunities. All students must successfully complete a supervised work based placement in each of the second and third years of the course.

“Many of my friends from college were offered places on the social work courses, and the Applied Social Studies degree at WIT is very well recognised by the Universities. It was a difficult choice but a nice one too to have so many options at the end of a degree.”

Paul Longmore,  
BA (Hons) in Applied Social Studies in Social Care

## COURSE OUTLINE

YEAR ONE	SEMESTER 1
	Irish Social Policy Foundations of Psychology Introduction to Sociological Problems Reflective Learning Information Technology Critical Thinking
	SEMESTER 2
	Social Policy and Welfare History of Psychology Sociology of Contemporary Ireland Reflective Learning for Practice Law Research Methodologies
YEAR TWO	SEMESTER 3
	Practice Placement Reflective Learning in Practice Applied Social Studies Pathway
	SEMESTER 4
	Social Policy and Ideology Developmental Psychology Understanding Sociological Perspectives Social Research Law Reflective Learning in Practice
YEAR THREE	SEMESTER 5
	Sociological Theory Critical Social Policy Social Psychology Law Thesis 1 Applied Social Studies Pathway Reflective Learning in Practice
	SEMESTER 6
	Practice Placement Reflective Learning on Practice Applied Social Studies Thesis 2

FOR FURTHER INFORMATION:

Email: [appliedarts@wit.ie](mailto:appliedarts@wit.ie)



# BA (Hons) in Applied Social Studies in Social Care

CODE: **WD052** LEVEL: **8**

 TRANSFER APPLICANTS ONLY

## What is the BA (Hons) in Applied Social Studies in Social Care?

This one year add-on (level 8) is designed for graduates with a level 7 award who wish to further their Applied Social Studies education. It is a necessary qualification for those wishing to pursue postgraduate studies.

### Follow on Study

Graduates can proceed to postgraduate studies at this college and others, including Masters in Social Work courses.

## COURSE OUTLINE

YEAR ONE  
SEMESTER 1

Social Care Processes 1  
Sociology & the Development of Social Care 1  
Therapeutic Interaction & Analysis 1  
Law 1  
Social Policy 1  
Management 1

SEMESTER 2

Social Care Processes 2  
Sociology & the Development of Social Care 2  
Therapeutic Interaction & Analysis 2  
Law 2  
Social Policy 2  
Management 2

## COURSE FACTS

COURSE TITLE:  
BA (Hons) in Applied Social Studies in Social Care

COURSE CODE: WD052

COURSE LEVEL: 8

DURATION: 1 year add-on

## COURSE ENTRY

### REQUIREMENTS:

Applications are accepted from graduates who have successfully completed the BA in Applied Social Studies in Social Care (level 7) (WD018) or equivalent



## FOR FURTHER INFORMATION:

Email: [appliedarts@wit.ie](mailto:appliedarts@wit.ie)

CODE: **WD149** LEVEL: **8**

# BA (Hons) in Early Childhood Studies

## COURSE FACTS

**COURSE TITLE:**  
BA (Hons) in Early Childhood Studies

**COURSE CODE:** WD149

**COURSE LEVEL:** 8

**DURATION:** 3 years

## COURSE ENTRY

**LEAVING CERT:**  
Total number of different subjects at grade D or better: 6

Number of subjects at higher level, grade C or better: 2

**REQUIRED SUBJECTS:**  
English/Irish: OD3/HD3  
Mathematics: OD3/HD3

**RECENT ENTRY POINTS:**  
YEAR: 2005 2006  
Min points: 320

### What is the BA (Hons) in Early Childhood Studies?

The BA (Hons) in Early Childhood Studies is a three year course of study. The course is designed under four important academic foundations namely, theory, practice, research and reflective integration.

Early Childhood Studies is aimed at producing professionally qualified graduates who can work in a range of early years' contexts, working with children up to the age of eight in both care and education settings. The course involves the study of related disciplines of early years' care, education, psychology, sociology, law and personal and professional development and supervised professional early years, practice placements.

### Career Opportunities

This course aims to facilitate students who wish to pursue professional careers in Early Childhood Studies contexts, and postgraduate studies in Early Childhood Studies and related disciplines.

- Early Years Childcare
- Early Years Education
- Children's Residential Care Centres
- Health Services Executive, Family Support
- Children with special learning needs
- Private work in the child care sector

### Follow on Study

Graduates can proceed to postgraduate studies at WIT and other colleges through Masters by research and/or taught programmes.

### Special Feature of the Course

Students have the opportunity to complete supervised work- based placements, one in each of the second and third years of the course. These opportunities allow students gain valuable experience and skills in areas of care or education or both. These placement experiences will facilitate the students' application of knowledge from the disciplines studied to professional practice. Students will conclude their third year with a written thesis which allows them focus on a specific area of interest to them in relation to early years' care and education.

## COURSE OUTLINE

YEAR ONE  
SEMESTER 1

Early Years' Instruction: Children as learners.  
Developmental Psychology  
Introduction to Sociological Problems  
Social Policy and Welfare  
Critical Thinking and Writing  
IT Applications

SEMESTER 2

Early Years' Education: Methods & Practice  
Child and Family Social Policy  
Sociology of Contemporary Ireland  
History & Psychology of Education  
Research Methodologies  
Reflective Learning in Practice

YEAR ONE  
SEMESTER 3

Engaging with Children through Play  
Early Childhood Assessment  
Child Health and Welfare  
Practice Placement  
Reflective Learning in Practice

SEMESTER 4

Comparative Early Years' Care & Education  
Understanding Sociological Perspectives  
Irish Social Policy  
Research Methods  
Perspectives in Psychology  
Law

YEAR ONE  
SEMESTER 5

Direct Work with children, parents and staff  
Placement  
Reflective Learning in Practice  
Managing Early Child Care Contexts  
Thesis 1

SEMESTER 6

Diversity and Inclusion in Early Years' Education  
Children's Rights and Social Policy  
Social Psychology  
Social Theory & Gender Studies  
Law  
Thesis 2

FOR FURTHER INFORMATION:

Email: [appliedarts@wit.ie](mailto:appliedarts@wit.ie)



# BA (Hons) in Psychology

CODE: **WD163** LEVEL: **8**

## What is the BA (Hons) in Psychology?

This new interdisciplinary three-year degree programme in Psychology with Arts offers students the opportunity to follow a major course in Psychology alongside minor study in an associate humanities discipline.

Psychology is concerned with all aspects of behaviour and the thoughts, feelings and motivation underlying such behaviour. Thus this programme relates the study of human beings to the social, economic, political and cultural contexts, interrelating with them. Psychology is enriched by these contexts in learning from them and it, in turn, enriches studies of these contexts in their respective critical and imaginative understandings of human beings and their environments. This degree aims to integrate the discipline, Psychology, the study of people, how they think, act, react and interact in an interdisciplinary way with an associate Humanities subject: either Sociology, or Religious Studies, or a Language (French, German, Italian, Spanish).

## Career Opportunities

A graduate of the BA (Hons) in Psychology will be an enthusiastic and confident practitioner, comfortable with their ability to learn, and able to adapt to an ever-changing society. They will be ready to embark on a challenging and rewarding career in a variety of differing employment positions.

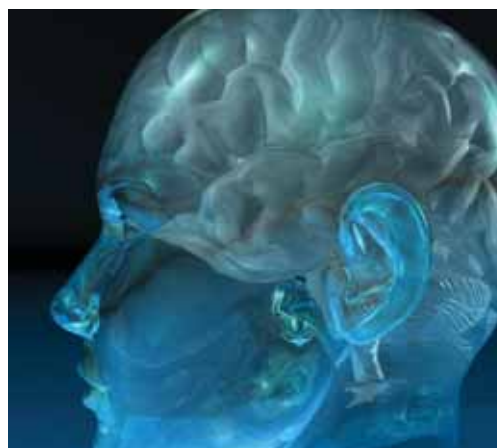
## Follow on Study

Masters degrees by Research in the School of Humanities as well as various other taught Masters programmes. Students who undertake the BA (Hons) in Psychology will have to be capable of studying across a wide range of disciplines, including Statistics.

## Subjects

Students will elect to take two subjects of the associate Humanities disciplines (Sociology, Religious Studies, or Language [French, German, Spanish or Italian] in their first stage (year). At the beginning of semester 2, in stage one, students choose one subject from the two subjects elected in their second stage (year) and continue with that subject in their third and final stage (year).

COURSE OUTLINE		
YEAR ONE	SEMESTER 1	Foundations of Psychology History of Psychology Introductory Statistics Critical and Creative Thinking Associate Subject 1 Module 1 Associate Subject 2 Module 1
	SEMESTER 2	Biological Foundations of Behaviour Developmental Psychology Introductory Surveys and Sampling Introduction to Research Methods Associate Subject 1 Module 2 Associate Subject 2 Module 2
YEAR TWO	SEMESTER 3	Cognitive Psychology Individual Differences Statistical Inference Interdisciplinary Seminar 1 Associate Subject Module 3 Associate Subject Module 4
	SEMESTER 4	Neuro-Psychology Abnormal Psychology Regression and ANOVAs Perspectives in Psychology Interdisciplinary Seminar 2 Associate Subject Module 5 Associate Subject Module 6
YEAR THREE	SEMESTER 5	Social Psychology Forensic Psychology Research Design Interdisciplinary Seminar 3 Associate Subject Module 7 Associate Subject Module 8
	SEMESTER 6	Counselling Psychology Organisational Psychology Dissertation Interdisciplinary Seminar 4 Associate Subject Module 9 Associate Subject Module 10]



## COURSE FACTS

COURSE TITLE:  
BA (Hons) in Psychology  
COURSE CODE: WD163  
COURSE LEVEL: 8  
DURATION: 3 years



## COURSE ENTRY

LEAVING CERT:  
Number of subjects at grade D or better: 6  
Number at higher level grade C or better: 2

REQUIRED SUBJECTS:  
English/Irish: OD3/HD3  
Mathematics: OD3/HD3

For applicants intending to choose a Language as an associated subject: if that be  
1. either French or German, a grade of HC3 level, or equivalent, in Leaving Certificate French or German, respectively, is required;  
2. either Italian or Spanish, a grade of HC3 level, or equivalent, in any Leaving Certificate language (excluding English) is required.



## FOR FURTHER INFORMATION:

Email: [appliedarts@wit.ie](mailto:appliedarts@wit.ie)

CODE: **WD027** LEVEL: **8**

# BA (Hons) in Music

## COURSE FACTS

COURSE TITLE:  
BA (Hons) in Music

COURSE CODE: WD027

COURSE LEVEL: 8

DURATION: 4 years

## COURSE ENTRY

### LEAVING CERT:

Total number of different subjects at grade D or better: 6

Number of subjects at higher level, grade C or better: 2

### REQUIRED SUBJECTS:

English/Irish: OD3/HD3  
Mathematics: OD3/HD3

### ADDITIONAL REQUIREMENTS:

In addition to Leaving Certificate, you are required to attend for written and aural musical tests and to show that you have achieved a performance standard with a musical instrument equivalent to grade 5 of a recognised music examining body. All applicants must attend for the written examination and aural test to be considered for a place.

As this is a restricted course you must apply by 1 February.

### RECENT ENTRY POINTS:

YEAR: 2005 2006

Min points: 265

## FOR FURTHER INFORMATION:

Dr Eric Sweeney  
Phone: 051 302279  
mail: music@wit.ie

### What is the BA (Hons) in Music course?

The course is a four-year full-time degree in music, which offers the student an opportunity to specialise in classical music, Irish traditional music or jazz and popular music. The topics studied in Semester 1 & 2 are listed opposite.

### Career Opportunities

Graduates of the course have found employment as:

- Teachers
- Performers
- Administrators
- Composers
- Arrangers as well as in the area of music technology and other related areas

### Follow on Study

Many graduates continue postgraduate programmes for HDip in Education or Masters programmes in relevant areas.

### Special Feature

The course offers a balance between academic and practical music subjects.

## COURSE OUTLINE

SEMESTER 1

Critical Thinking & Writing Skills  
Information Technology Applications  
Rudiments of Music  
Instrumental Studies 1  
Aural Skills 1  
Music History

YEAR ONE  
SEMESTER 2

Research Methodologies  
Basic Music Technology  
Composition  
Instrumental Studies 2  
Studies in Music History  
General Musicianship

Choose one from:

Keyboard Skills  
Vocal Skills  
Fretboard Skills  
Improvisation  
Irish Traditional Practical



"I graduated in 2004 with a First Class Honours degree in BA in Music, majoring in performance. I am continuing my studies and am in my final year of my Masters in Arts in Music Performance, specialising in piano. In 2003 I won a composition competition for my song "The Great Basket Islands". I am a member of staff on the WIT BA (Hons) in Music course and a teacher in the Music School. I am the official accompanist of WIT Larks Choir and director of WIT Singing Club. Recent successes include winning the Senior Piano Repertoire Section of the Fintan O'Carroll Feis and being highly recommended in the Open, Advanced Category at the Arklow Festival. In Aberystwyth in 2004 I was the official pianist in the composers' seminar at Musicfest.

My continuing studies at WIT are enhancing my performance and academic skills, to my highest potential. Working at the Institute and Music School have enabled me to pass my knowledge on to the young and old alike - an opportunity I find most rewarding".

Oonagh Drohan, BA in Music

# BA (Hons) in Visual Art

CODE: **WD152** LEVEL: **8**

## What is Art?

The concept of visual art is very broad. For example, it can refer to a skillfully crafted object or an inspired visual statement. What we can say is that visual art plays a crucially important role in our lives, enhancing them in various ways.

## What is the BA (Hons) in Visual Art

The new ab initio four-years Honours Degree in Visual Art at Waterford IT has been informed by the latest developments in art theory and practice. These include, the use of inter and multi disciplinary approaches, availing of the creative opportunities inherent in new media and the development of a comprehensive understanding of contemporary critical theory. At the same time, the programme recognises the continuing significance of more traditional art forms, such as drawing and painting, and these are incorporated into the programme.

The programme is structured on the basis of a modularised four-stage degree, starting with the inculcation of core skills. These are then extended through a number of thematic projects, through which practical ability is augmented and strengthened by the development of critical theory. Finally, each student brings his/her cumulative learning to bear on the accomplishment of a personal artistic project.

## Career Opportunities

- Professional Artists
- Community Artists
- Audio visual Producers
- Computer Animators
- Theatre Designers

## Follow on Study

MA in Art by Research

"In 2004 I graduated from WIT with a National Diploma in Art. I then went on to do a BA (Hons) Degree. I graduated in October 2005. In 2003, I built and designed the Athenaeum House Hotel, which I jointly own with my husband. While designing the hotel, I used many of my colour psychology and computer skills that I had learned during my time in WIT. In September 2004, I had my first solo art exhibition "Source." In 2005, I became involved with The Waterford Healing Arts Trust and completed a Sanctuary Sculpture Garden in the Waterford Regional Hospital.

Little did I know that the experience in WIT would change my life completely. The course encouraged me to experiment, to discover, to challenge and be challenged and to learn skills that enabled me to express my creativity in areas I never thought possible. I have found my lecturers and other staff in the college inspirational. Winning A.I.B. Student of the Year for Humanities in 2005 was a great honour. But for me every day spent in WIT, though tough at times, was a great honour".

Mailo Power, BA in Visual Art

COURSE OUTLINE		
YEAR ONE	SEMESTER 1	Art Core Studies 1 2D Media 1.1 3D Media 1:1 IT Applications (Art) Art History/Critical Thinking Skills
	SEMESTER 2	Art Core Studies 2 2D Media 1.2 3D Media 1:2 Research Methodologies in Art and Art History
YEAR TWO	SEMESTER 3	2D Media 2 3D Media 2 Live Art 1 Creative Multimedia 1 Photography 2 History of Early Modern Art
	SEMESTER 4	Live Art 2 Creative Multimedia 2 Elective History of Modern and Postmodern Art
YEAR THREE	SEMESTER 5	2D Media 3 3D Media 3 Art - Environment Arts Management Art & its Histories
	SEMESTER 6	Creative Multi-Media Art - Identity and Context Research & Project Proposal Critical Artistic Debates
YEAR FOUR	SEMESTER 7	Major Art Project 1 2D Media 4 3D Media 4 Critique: Multi-Media Critique: Public Art Art History Dissertation 1
	SEMESTER 8	Major Art Project 2 Art History Dissertation 2



## COURSE FACTS

COURSE TITLE:  
BA (Hons) in Visual Art  
COURSE CODE: WD152  
COURSE LEVEL: 8  
DURATION: 4 years

## COURSE ENTRY

LEAVING CERT:  
Total number of different subjects at grade D or better: 6

Number of subjects at higher level grade C or better: 2

REQUIRED SUBJECTS:  
Art: OB3/HC3  
English/Irish: OD3/HD3  
Mathematics: OD3/HD3

RECENT ENTRY POINTS:  
YEAR: 2005 2006  
Min points: 320 315

## FOR FURTHER INFORMATION:

COURSE LEADER  
Dr Peter Jordan BA, MA, PhD,  
PGCE, MHEA  
Email: [pjordan@wit.ie](mailto:pjordan@wit.ie)

CODE: **WD137** LEVEL: **8**

# BA (Hons) in Design (Visual Communication)

## COURSE FACTS

**COURSE TITLE:**  
BA (Hons) in Design (Visual Communication)

**COURSE CODE:** WD137

**COURSE LEVEL:** 8

**DURATION:** 4 years

## COURSE ENTRY

**LEAVING CERT:**  
Total number of different subjects at grade D or better: 6

Number of subjects at higher level, grade C or better (Hons): 2

**REQUIRED SUBJECTS:**

Art: OB3/HC3  
English/Irish: OD3/HD3  
Mathematics: OD3/HD3

**RECENT ENTRY POINTS:**

YEAR:	2005	2006
Min points:	285	

### What is Visual Communication?

Visual Communication is often referred to as graphic design and it embraces symbols, type and images that appear in the commercial public domain.

Graphic designers work across a wide variety of print and screen disciplines and the end result is normally a creative output in 2D format. The area has expanded rapidly with the arrival of new technology and this has expanded the problem solving design principals of traditional design practise.

### What is the BA (Hons) in Design (Visual Communication)?

This is an exciting four-year degree programme, which prepares students for employment in the advertising and design arena. Course modules are listed opposite.

The programme reflects academic and creative input, which is required for the dynamic nature of commercial graphic design. The degree has been designed to be innovative, consisting of studio practice, design history, marketing, legal and visual culture. The practice-based elements of the programme include graphic design/typography in print and screen, together with printmaking, digital media, photography and illustration.

### Career Opportunities

Graduates of the BA (Hons) in Design (Visual Communication) find work in the following areas:

- Advertising Agencies
- Design Consultancies
- Photography & Digital Media
- Television
- Screen & Web Design
- Public Relations & Marketing
- Illustration
- Printing & Digital Output
- Publishing & Editorial Design
- Photo & Image Libraries

### Special Feature of the Programme

The primary learning curve is to develop strong creativity that will result in building confidence through experimentation. Other special features include legal aspects and entrepreneurial development.

### Follow on Study

Graduates can proceed to postgraduate Higher Diploma in Art & Design in Education and to Masters Research.

*"I graduated with honours in 2003. I then went to Dublin to work with Red Dog Design Consultancy. This award winning Design Company allowed me the opportunity to mix with clients and learn the business end of the advertising and design industry. Along with my day job, I handled design projects in my own time. This aided in building my creative experience which all helped me in going out on my own."*

One of the great things about the design course was meeting other like-minded people and learning from each other. I enjoyed all of the subjects and I particularly liked subjects such as photography and history of design/theory".

Lisa Duffy, (Hons) BA in Design (Visual Communication)

## COURSE OUTLINE

YEAR ONE	SEMESTER 1	SEMESTER 2
	<ul style="list-style-type: none"> <li>Colour/3D Properties</li> <li>Drawing/observation</li> <li>Paint/Print Making</li> <li>3D Materials/Construction</li> <li>Information Technology</li> <li>Critical Thinking</li> </ul>	<ul style="list-style-type: none"> <li>History/Theory</li> <li>Research Methodologies</li> <li>Lettering</li> <li>Typography/Design</li> <li>Photography Introduction</li> <li>Digital Media</li> </ul>
YEAR TWO	SEMESTER 3	SEMESTER 4
	<ul style="list-style-type: none"> <li>Design Intent</li> <li>Experimental Mark Making</li> <li>Practical Photography</li> <li>Graphic Reproduction</li> <li>Drawing For Print Making</li> <li>History/Theory</li> </ul>	<ul style="list-style-type: none"> <li>Design Realisation</li> <li>Illustration</li> <li>Photography</li> <li>Design Reproduction</li> <li>Legal Aspects</li> <li>History/Theory Design</li> </ul>
YEAR THREE	SEMESTER 5 & 6	
	<p>In Semesters 5 &amp; 6 of the programme students are provided with the opportunity to explore innovative visual communication through the specialisation of major and minor areas of study most appropriate to the individual. The pathways give greater choice and flexibility and include graphic design, illustration and digital screen design together with digital media and photography as added specialisations.</p>	
YEAR FOUR	SEMESTER 7 & 8	
	<p>In Semesters 7 &amp; 8 there is a major project which is a collaboration between industry, academic staff and the student. This allows for valuable experience to be gained in a supported environment working on real design jobs. The theory and historical coursework merge with the practice-based creative programme allowing the graduate a cross-fertilisation of understanding of the broader world of visual communication.</p>	

## FOR FURTHER INFORMATION:

**COURSE LEADER**  
Fiona Dowling ADVC-BA, MA Des, MIDI  
Ph: 051 302066  
Email: fdowling@wit.ie

