WIT EXCHANGE PROGRAMME

Module Listing

School of Humanities
Arts / Law / Sociology / Psychology / Music
Tourism / Hospitality / Culinary Arts / Design
Academic Year 2018-2019
Contents
List of Abbreviations, Acronyms and Definitions ............................................................................................................. 2
1. Department of Languages, Tourism and Hospitality ........................................................................................................ 3
   Module Listing for Higher Certificate Business in Tourism ............................................................................................... 3
   Module Listing for B.A. in Tourism Marketing ...................................................................................................................... 15
   Module Listing for Higher Certificate in Arts Hospitality Studies .................................................................................. 39
   Module Listing for BA (Honours) in Hospitality Management ........................................................................................... 48
   Module Listing for Higher Certificate in Arts Culinary Arts ............................................................................................... 72
   Module Listing for BA (Honours) in Culinary Arts ............................................................................................................. 93
   Module Listing for LANGUAGES ........................................................................................................................................ 120
   Module Listing for English as a Foreign Language Modules ............................................................................................ 120
      Module Descriptors – EFL Semester 1 (September-December) ....................................................................................... 120
      Module Descriptors – EFL Semester 2 (January-May) ......................................................................................................... 123
2. Department of Applied Arts .............................................................................................................................................. 127
   Module Listing for Bachelor of Arts (Honours) .................................................................................................................. 127
   Module Listing for Bachelor of Arts (Honours) in Criminal Justice Studies ................................................................. 208
   Module Listing for Bachelor of Arts in Legal Studies ......................................................................................................... 232
   Module Listing for Bachelor of Arts in Legal Studies with Business .................................................................................. 243
   Module Listing for Bachelor of Arts in Legal Studies in International Trade ................................................................. 259
   Module Listing for Bachelor of Arts (Honours) in Psychology ........................................................................................... 268
   Module Listing for Bachelor of Arts (Honours) in Early Childhood Studies ................................................................. 286
   Module Listing for Bachelor of Arts (Honours) in Design (Visual Communications) ...................................................... 291
## List of Abbreviations, Acronyms and Definitions

<table>
<thead>
<tr>
<th>WIT</th>
<th>Waterford Institute of Technology</th>
</tr>
</thead>
<tbody>
<tr>
<td>(E)</td>
<td>Elective module. Please be advised that an elective module may not be scheduled as they are dependent on demand. If there is enough demand then the module will be scheduled.</td>
</tr>
</tbody>
</table>

| Component Code | This is a unique identifier code for module. It is the code that you must list on your learning agreement and it is also the code that will appear on your Transcript of Records. On the WIT online timetables the component code is called the “Banner Code”. The component code will be a combination of four capital letters and four numbers, for example: ABCD 0123 |
| CRN | Course Registration Number. This is a different unique identifier code for module that WIT uses to register you for your module and the exam. |

**Assessment criteria for all modules**

- 1st Class Hons (>70%) Demonstrated the learning outcomes showing clear mastery of the topic, analysis, synthesis and reflection and with a high level of written coherence.
- 2nd Class Hons (60% - 69%) Demonstrated the learning outcomes with an ability to analyse and synthesise concepts in an integrated manner.
- Pass (40% - 59%) Demonstrate the learning outcomes at threshold level.
- Fail (<40%) Did not demonstrate the learning outcomes at threshold level.
## 1. Department of Languages, Tourism and Hospitality

### Module Listing for Higher Certificate Business in Tourism

**Programme Code:** WD_FTOUR_C

### Year 2

<table>
<thead>
<tr>
<th>Semester 3 (Autumn)</th>
<th>Component Code</th>
<th>Semester 4 (Spring)</th>
<th>Component Code</th>
</tr>
</thead>
<tbody>
<tr>
<td>Introduction to Accounting</td>
<td>ACCB 0096</td>
<td>Financial Accounting</td>
<td>ACCB 0097</td>
</tr>
<tr>
<td>Principles of Marketing 1</td>
<td>MARK 0137</td>
<td>Principles of Marketing 2</td>
<td>MARK 0138</td>
</tr>
<tr>
<td>Guiding 1</td>
<td>TOUR 0042</td>
<td>Introduction to Management</td>
<td>MGTB 0118</td>
</tr>
<tr>
<td>Tourism Studies</td>
<td>TOUR 0043</td>
<td>Guiding 2</td>
<td>TOUR 0045</td>
</tr>
<tr>
<td>Travel Trade 1</td>
<td>TOUR 0044</td>
<td>Sustainable Tourism</td>
<td>TOUR 0047</td>
</tr>
<tr>
<td>Irish Language &amp; Culture</td>
<td>LANG 0175</td>
<td>Travel Trade 2</td>
<td>TOUR 0048</td>
</tr>
</tbody>
</table>
# Module Descriptors

<table>
<thead>
<tr>
<th>Introduction to Accounting</th>
<th>5 ECTS</th>
<th>Banner Code: ACCB 0096</th>
<th>CRN: 78350</th>
<th>Level 6</th>
<th>Assessment Method: EXAM</th>
</tr>
</thead>
</table>

## Description of Module / Aims
Introduct students to accounting concepts, to complete and interpret final accounts applicable to the hospitality and tourism industry.

## Indicative Content
- Terminology and Concepts: Accounting concepts, frameworks and policies.
- Introduction to Bookkeeping/Accounting: Business transactions, books of first entry, balancing accounts, extraction of a trial balance.
- Trading Profit & Loss Account: Preparation of a trading, profit & loss, & balance sheets accounts.
- Interpretation of Accounts: Calculation of significant ratios and Evaluation and appraisal of these ratios.

## Learning Outcomes
*On successful completion of this module, a student will be able to:*

1. Describe the function of financial accounting in the hospitality and tourism industry together with the fundamental accounting concepts.
2. Record financial transactions using the double-entry system of bookkeeping; prepare a trial balance from ledger accounts.
4. Construct and analyse financial statements using ratio analysis.

## Essential Materials
- [www.failteireland.ie](http://www.failteireland.ie)
- [www.finfacts.ie](http://www.finfacts.ie)
- [www.ifi.ie](http://www.ifi.ie)
- [www.ifh.ie](http://www.ifh.ie)

## Supplementary Materials
- [www.bizplus.ie](http://www.bizplus.ie)
- [www.businessworld.ie](http://www.businessworld.ie)
- [www.businessandfinance.ie](http://www.businessandfinance.ie)
- [www.chambers.ie](http://www.chambers.ie)
- [www.ra.ie](http://www.ra.ie)
| Principles of Marketing 1 | 5 ECTS | Banner Code: MARK 0137 | CRN: 78346 | Level 6 | Assessment Method: EXAM |

**Description of Module / Aims**
Introduce students to the principles, concepts and theories that can be applied when marketing products and services in a hospitality and tourism context.

**Indicative Content**
- Introduction to Marketing: The marketing concept - Market orientations - The marketing mix - Service characteristics
- The Marketing Environment: The elements of the micro and macro environment - The process of environmental scanning
- Customer Behaviour: Definition of consumer behaviour - Models of consumer behaviour - The decision making process
- Strategic Market Planning: Marketing audit, Marketing plan and SWOT
- Market Research: Definition of market research - Secondary and primary data collection Method - Qualitative and quantitative research approaches - The market research process
- The Tourism and Hospitality Product: The service product - Service quality - Distinguishing characteristics - Product Life Cycle (PLC) - Branding - Destination Marketing
- Social Media Marketing

**Learning Outcomes**
*On successful completion of this module, a student will be able to:*
1. Demonstrate the basic philosophy of marketing and the importance of customer satisfaction in the tourism and hospitality industry
2. Understand the customer decision making process and be able to apply consumer behaviour theory in the tourism and hospitality industry
3. Explain the importance of market research information, the method of gathering such data and the role of information in effective decision making
4. Prepare a marketing plan for a tourism and hospitality organisation
5. Identify the unique characteristics of services/products and the determinants of quality in the tourism and hospitality sector
6. Discuss the impact of social media on the tourism and hospitality industry
7. Describe the elements of the micro and macro environment in the tourism and hospitality sector

**Essential Materials**
- [www.failteireland.ie](http://www.failteireland.ie)
- [www.ihi.ie](http://www.ihi.ie)
- [www.rai.ie](http://www.rai.ie)
- [www.mii.ie](http://www.mii.ie)

**Supplementary Materials**
www.hotelmarketing.com
www.ignitehospitality.com

Guiding 1 | 5 ECTS | Banner Code: TOUR 0042 | CRN: 78342 | Level 6 | Assessment Methodds: CA

Description of Module / Aims
Enable the student to adopt a professional approach in the delivery and interpretation of the Heritage, Culture and Landscape of Ireland, with the ability to understand, anticipate and manage the needs of tourists while operating as a guide.

Indicative Content
- Professional standards in guiding
- Roles and responsibilities of guides
- Body language, posture, dress and appearance, use of space and orientation
- The guide as a communicator
- The main tourist-related features of Ireland
- Handling difficult situations and awkward questions
- Ethical, legal and legislative considerations
- Self-reflection
- Geography of Ireland (as it pertains to tourism)
- Social, political, geographical etc. context of tourist attractions
- Basic first aid

Learning Outcomes
On successful completion of this module, a student will be able to:
1. Deliver a tour to national and international visitors
2. Plan a visitor experience at a visitor attraction in the local region
3. Use interpersonal skills with the ability to anticipate and satisfy customer needs
4. Prepare an information folder on the heritage of the local area

Essential Materials

Supplementary Materials
Tourism Studies  |  5 ECTS | Banner Code: TOUR 0043 | CRN: 78354 | Level 6 | Assessment Method(s): CA

### Description of Module / Aims
This module will provide a comprehensive understanding of the national and international tourism industry and a full appreciation of the dynamics and the agents of change that are driving the industry in the 21st century.

### Indicative Content
- Historical growth and development of tourism
- Determinants of demand for tourism
- Motivation and tourism - why do people travel
- Tourism and the destination
- The organisation of tourism and the role of government
- Tourism in Ireland
- Tourism at the local and regional level
- The future of tourism

### Learning Outcomes
On successful completion of this module, a student will be able to:
1. Identify the role of government and the basis of tourism policy
2. Discuss the main drivers of tourism demand and travel motivation
3. Describe tourism at national and regional levels
4. Evaluate the industry with regards to future trends and historic precedent

### Essential Materials
- [www.failteireland.ie](http://www.failteireland.ie) [http://www.failteireland.ie/Research-Insights.aspx]
- "The Irish Tourist Industry Confederation." [www.itic.ie](http://www.itic.ie)
- "Tourism Ireland." [www.tourismireland.com](http://www.tourismireland.com)
- "World Tourism Organisation." [www.unwto.org](http://www.unwto.org)
- "World Travel and Tourism Council." [www.wttc.org](http://www.wttc.org)
### Travel Trade 1

**Description of Module / Aims**
To provide students with the skills, competencies, capabilities and knowledge to work in the travel industry in areas such as travel agencies, tour operators and within the airline industry.

**Indicative Content**
- Global Distribution Systems Amadeus, Galileo, Sabre etc.
- Use a G.D.S system to deal with the following:
  - Availability of flights, creating booking files, seat reservations, airline and airport codes globally,
  - Retrieve/ recall/ modify a reservation
- Fares Information:
  - Display a list of fares
  - Identify all components of a fare display
- Access fares, rules and notes
- Quote the best fare to meet client needs
- Retrieve information on health/ visa requirements
- Car hire and hotel reservations

**Learning Outcomes**
On successful completion of this module, a student will be able to:
1. Use the GDS system effectively to process travel transactions.
2. Be competent in sourcing all relevant travel information.
3. Identify the main concept of air fares and ticketing.
4. Be familiar with aircraft types and air routes.

**Essential Materials**
- "International Academy of Travel." [http://www.iaot.net/](http://www.iaot.net/)

**Supplementary Materials**
- 

---

### Irish Language & Culture

**Description of Module / Aims**
Introduce the students to the Irish language and to Irish language culture; enable the students to understand and use familiar everyday expressions and phrases; to teach the student to introduce himself/herself and others; to train the student to ask and answer questions about personal details relating to himself/herself; to enable the student to interact with others in the Irish language and to discuss topics such as where he/she lives, his/her likes and dislikes, his/her family etc. in a simple way; to introduce the students to the history of the Irish language and to elements of Irish language related culture; to enable the students to understand the current state of the Irish language both in Ireland and abroad.

**Indicative Content**
- Personal details; greetings; introductions; personal history and background; family; your home; living arrangements.
- Gramadach: Prepositional pronouns; personal pronouns; emphatic forms; numbers 1-20, singular and plural of article; introduction to the copula (is); lenition and eclipsis; various prepositions; possessive adjectives and 'cónaí'; question words; personal numerals; 'bliain'; singular of the possessive adjective; adverbs and frequency; introduction to the present tense.
- Pronunciation
• Irish language culture: an overview of the current position of the Irish language, the history of the language, introduction to areas of Irish language culture; introduction to Irish language literature.

Learning Outcomes
On successful completion of this module, a student will be able to:
1. Produce simple phrases about himself/herself, other people and places;
2. Introduce himself/herself and other people, ask how people are and to be able to respond to this question himself/herself;
3. Write simple isolated phrases and sentences about himself/herself, other people and places;
4. Respond to simple instructions and directions;
5. Locate required information in lists and short, simple texts;
6. Discuss the history of the Irish language and its current position in Irish society and overseas;
7. Show basic competency in the grammar of the module by completing basic grammar exercises.

Essential Materials
• “Tearma.ie.” www.tearma.ie

Supplementary Materials
• “TG4.” www.tg4.ie
• Byrne, A. Gaeilge agus Failte. Dublin: Linguistic Institute of Ireland, 2002.

Financial Accounting

<table>
<thead>
<tr>
<th>Financial Accounting</th>
<th>5 ECTS</th>
<th>Banner Code: ACCB 0097</th>
<th>CRN: 78382</th>
<th>Level 6</th>
<th>Assessment Method: EXAM</th>
</tr>
</thead>
</table>

Description of Module / Aims
This module aims to introduce the student to Cost Volume Profit (CVP), bank reconciliation statements, budgets and be able to explain to management in the hospitality and tourism industry the importance of the different sources of finance.

Indicative Content
• Accounting for Decision Making: Cost-Volume Profit (CVP) - Break-even point, target point and margin of safety
• Bank Reconciliation Statements
• Introduction to Budgets
• Sources of Finance

Learning Outcomes
On successful completion of this module, a student will be able to:
1. Perform accounting calculations (CVP), which enable the student to appreciate costing concepts for decision making purposes with greater clarity
2. Explain the nature of and prepare bank reconciliation statements.
3. Formulate appropriate basic budgets in response to changes in the business cycle in the hospitality and tourism industry
4. Be familiar with the various sources of finance and their appropriate use in the hospitality and tourism industry

Essential Materials
• “Business Plus.” www.bizplus.ie
• “Department of Finance.” www.finance.gov.ie
• “Failte Ireland.” www.failteireland.ie
• “Irish Business Facts.” www.finfacts.ie
• “Irish Hospitality Institute.” www.ihhi.ie
• “Irish Hotels Federation.” www.ihf.ie
• “Restaurants Association of Ireland.” www.ra.ie

Supplementary Materials
- "Business World." www.businessworld.ie
- "Business and Finance." www.businessandfinance.ie
- "Chambers of Commerce Ireland." www.chambers.ie
- "Enterprise Ireland." www.enterprise-ireland.com

Principles of Marketing 2

| 5 ECTS | Banner Code: MARK 0138 | CRN: 78378 | Level 6 | Assessment Method: EXAM |

Description of Module / Aims
Develop an understanding of the theory and application of marketing in the context of the tourism and hospitality sector.

Indicative Content
- Price: Pricing strategies
- Distribution: Channels of distribution - Direct and indirect systems - Functions and the cost of the distribution system - Electronic distribution systems
- Marketing Communications Mix: Components of the marketing communications mix including Guerrilla, ambush, and viral marketing techniques
- E-Marketing: Internet marketing - Database marketing
- Marketing Segmentation, Targeting and Positioning

Learning Outcomes
On successful completion of this module, a student will be able to:
1. Discuss the pricing strategies applicable to a tourism and hospitality organisation
2. Explain why the distribution mixes in the tourism and hospitality industry are different from those in other industries
3. Explain the relationship between internet marketing and database marketing
4. Describe the concepts of segmentation, targeting and positioning
5. Identify and appraise the various Method of communication that may assist the promotion of tourism and hospitality products and services.

Essential Materials
- "Failte Ireland." www.failteireland.ie
- "Irish Hospitality Institute." www.ihi.ie
- "Restaurant Association of Ireland." www.raie.ie
- "The Marketing Institute of Ireland." www.mii.ie
Introduction to Management

<table>
<thead>
<tr>
<th>ECTS</th>
<th>Banner Code</th>
<th>CRN</th>
<th>Level</th>
<th>Assessment Method</th>
</tr>
</thead>
<tbody>
<tr>
<td>5</td>
<td>MGTB 0118</td>
<td>78318</td>
<td>6</td>
<td>CA</td>
</tr>
</tbody>
</table>

Description of Module / Aims
The purpose of the module is to introduce students to the fundamentals of management. The module will also provide an introduction to the business environment and the influence this has on managing tourism and hospitality organisations.

Indicative Content
- The nature of management in tourism and hospitality organisations, the management process, managerial roles and responsibilities
- The business environment, the general and task environments, environmental reasons for change, the influence of the environment on tourism and hospitality organisations
- The planning process, analysing external and internal tourism and hospitality environments, setting smart objectives, developing action plans and monitoring outcomes
- The nature of organizing, objectives and principles of organisational structure, span of control, tall and flat organisational structures
- Leadership, the meaning of leadership, leading versus managing, leadership functions, leadership in tourism and hospitality organisations
- The control process, the importance of control for tourism and hospitality organisations, establishing standards, measuring performance, comparing performance against standards, evaluating results and taking action

Learning Outcomes
On successful completion of this module, a student will be able to:
1. Explain the nature of management;
2. Describe the role of the tourism and hospitality manager;
3. Analyse external and internal tourism and hospitality environments using a variety of tools;
4. Outline the planning process in tourism and hospitality organisations;
5. Describe approaches to organisational structure;
6. Identify the importance of leadership in tourism and hospitality organisations;
7. Explain the control process in tourism and hospitality organisations.

Essential Materials
Supplementary Materials

Guiding 2
5 ECTS
Banner Code: TOUR 0045
CRN: 78370
Level 6
Assessment Method: CA

Description of Module / Aims
The aim of this module is to enable the student to adopt a professional approach in the delivery and interpretation of the Heritage, Culture and Landscape of Ireland, with the ability to understand, anticipate and manage the needs of tourists while operating as a guide.

Indicative Content
- Professional standards in guiding
- Roles and responsibilities of guides
- Body language, posture, dress and appearance, use of space and orientation
- The guide as a communicator
- The main tourist-related features of Ireland
- Handling difficult situations and awkward questions
- Ethical, legal and legislative considerations
- Self-reflection
- Geography of Ireland (as it pertains to tourism)
- Social, political, geographical etc. context of tourist attractions
- Basic first aid

Learning Outcomes
On successful completion of this module, a student will be able to:
1. Deliver a tour to national and international visitors
2. Plan a visitor experience at a visitor attraction in the local region
3. Use interpersonal skills with the ability to anticipate and satisfy customer needs
4. Prepare an information folder on the heritage of the local area

Essential Materials

Supplementary Materials
Sustainable Tourism  
5 ECTS  
Banner Code: TOUR 0047  
CRN: 78386  
Level 6  
Assessment Method: EXAM

**Description of Module / Aims**
This module is intended to give the learner the opportunity to develop the necessary competencies in destination management.

**Indicative Content**
- Models of destination development
- Introduction to sustainable development and tourism
- Globalisation and Tourism - Global drivers of inequality and resource depletion
- The purpose of tourism planning
- Planning in context - national, regional, local
- The destination audit - resource assessment and surveys
- Establishing tourism policy and strategy
- Identify planning actions
- Managing tourism impacts

**Learning Outcomes**
*On successful completion of this module, a student will be able to:*
1. Appraise the various models that attempt to explain destination development.
2. Define and discuss the concept of sustainable development and its relationship with tourism
3. Evaluate the effect globalisation has and is having on tourism supply and demand
4. Conduct a destination audit
5. Establish sustainable policy from public and private sector perspectives
6. Apply various tourism planning instruments such as Carrying Capacities, Limits of Acceptable Change, Environmental Impact

**Essential Materials**
- EcoTourism Society [www.ecotourism.org](http://www.ecotourism.org) 14/11/09
- Failte Ireland [www.failteireland.ie](http://www.failteireland.ie) 14/11/09
- National Geographic Society [www.nationalgeographic.com](http://www.nationalgeographic.com) 14/11/09
- World Tourism Organisation [www.unwto.org](http://www.unwto.org) 14/11/09

---

**Travel Trade 2**  
5 ECTS  
Banner Code: TOUR 0048  
CRN: 78390  
Level 6  
Assessment Method: EXAM

**Description of Module / Aims**
To provide the students with the skills, competencies, capabilities and knowledge to work in the travel industry in areas such as travel agencies, tour operators and within the airline industry.

**Indicative Content**
- Use of a global Distribution Systems e.g. Amadeus, Galileo, Sabre etc.
• Availability of flights, creating booking files, seat reservations, airline and airport codes globally, Retrieve/ recall/ modify a reservation, Fares
• Legislation: An in-depth knowledge of the Package Holiday and Travel Act 1995
• Understand the main elements of booking conditions: Contract between retailer and client, alterations by the client and tour operator, cancellation charges, complaints and arbitration
• Travel Insurance: Types of insurance, benefits of insurance, factors that affect the cost of travel insurance, types of cover included on policy, completing insurance proposal forms, awareness of claims procedures
• Rules and regulations on travel at airports; passport, visa and health requirements globally
• Functions of IATA

Learning Outcomes
On successful completion of this module, a student will be able to:
1. Demonstrate competence in the use of travel information technology.
2. Explain the Package Holiday and Travel Trade Act 1995.
3. Display knowledge of the legal issues and implications relating to travel.
4. Identify the health, visa and insurance requirements in the travel realm.

Essential Materials
• "International Academy of Travel." http://www.iaot.net/
• Academy of Travel, A. International Academy of Travel workbook. Waterford: Waterford Airport, 2016.

Supplementary Materials
• "Travel Insurance." https://www.insuremytrip.com
# Module Listing for B.A. in Tourism Marketing

**Programme Code:** WD_HTOMA_B

<table>
<thead>
<tr>
<th>Year</th>
<th>Semester 1 (Autumn)</th>
<th>Component Code</th>
<th>Semester 2 (Spring)</th>
<th>Component Code</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Basic Financial Accounting</td>
<td>ACCB 0100</td>
<td>Applied Communication &amp; IT</td>
<td>COMM 0012</td>
</tr>
<tr>
<td></td>
<td>Introduction Communications &amp; IT</td>
<td>COMM 0011</td>
<td>Strategic Marketing Mix</td>
<td>MARK 0025</td>
</tr>
<tr>
<td></td>
<td>Foundations of Marketing</td>
<td>MARK 0024</td>
<td>Introduction to Economics of Tourism</td>
<td>TOUR 0054</td>
</tr>
<tr>
<td></td>
<td>Introduction to Management</td>
<td>MGTH 0062</td>
<td>Tourism Studies</td>
<td>TOUR 0053</td>
</tr>
<tr>
<td></td>
<td>The Tourism System</td>
<td>TOUR 0052</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td><strong>Year 2</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Intercultural Studies</td>
<td>CULT 0004</td>
<td>Introduction to Management Accounting</td>
<td>ACCB 0101</td>
</tr>
<tr>
<td></td>
<td>Information Technology &amp; Travel (E)</td>
<td>ICTH 0017</td>
<td>Entrepreneurship Innovation &amp; Tourism</td>
<td>ENTR 0015</td>
</tr>
<tr>
<td></td>
<td>Business Law</td>
<td>LAWH 0112</td>
<td>Integrated Marketing Communications</td>
<td>MARK 0077</td>
</tr>
<tr>
<td></td>
<td>Marketing Research Theory</td>
<td>MARK 0089</td>
<td>Revenue Management (E)</td>
<td>MGTH 0065</td>
</tr>
<tr>
<td></td>
<td>Consumer Behaviour</td>
<td>MGTH 0063</td>
<td>Research Method &amp; Statistics</td>
<td>RESA 0143</td>
</tr>
<tr>
<td></td>
<td><strong>Year 3</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Heritage Interpretation (E)</td>
<td>HIST 0006</td>
<td>Cultural Tourism in Europe (E)</td>
<td>CULT 0006</td>
</tr>
<tr>
<td></td>
<td>International Marketing</td>
<td>MARK 0091</td>
<td>Dissertation</td>
<td>DISS 0042</td>
</tr>
<tr>
<td></td>
<td>Services Marketing</td>
<td>MARK 0092</td>
<td>Global Strategic Marketing</td>
<td>MARK 0093</td>
</tr>
<tr>
<td></td>
<td>Travel &amp; Tour Operations (E)</td>
<td>TOUR 0017</td>
<td>Facilities and Asset Management</td>
<td>MGTH 0041</td>
</tr>
<tr>
<td></td>
<td>The Impacts of Tourism</td>
<td>TOUR 0055</td>
<td>Advertising Management</td>
<td>MGTH 0067</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Tourism Branding</td>
<td>TOUR 0018</td>
</tr>
</tbody>
</table>
Module Descriptors

| Basic Financial Accounting | 5 ECTS | Banner Code: ACCB 0100 | CRN: 80260 | Level 8 | Assessment Method: EXAM |

Aims and Objectives
This module aims to develop students’ knowledge and understanding of the costing and financial techniques used to prepare year end financial statements, including necessary underlying records for the hospitality industry.

Indicative Content
- Introduction to Accounting
- Nature and purpose of accounting
- Objectives of financial accounting
- Users of financial accounting (stakeholders)
- Basic accounting principles, concepts and rules
- Introduction to basic hospitality costing principles
- Books of original entry
- Recording cash transactions, sales, purchases, returns and discounts
- Double Entry Accounting
- The accounting equation, accounting for expenses, income and gains, assets, liabilities, drawings and capital, accounting for inventories and balancing accounts
- Trial Balance
- Introduction to final accounts of sole traders
- Preparation of financial accounts for sole traders operating in the tourism and hospitality industry
- Accounting for fixed assets and depreciation
- Accounting for provisions, prepayments and accruals

Learning Outcomes
On completion of this module students should be able to:
1. Discuss the conceptual frameworks and principles of financial accounting
2. Calculate basic hospitality costing principles
3. Prepare and complete books of original entry and double entry accounting procedures
4. Record business transactions to trial balance stage
5. Prepare basic financial accounts for sole traders including depreciation, accruals, prepayments and bad debts

Essential Reading List

Supplementary Reading List
- Business Plus: www.bizplus.ie
- Business and Finance: www.businessandfinance.ie
- Financial Reporting Council: www.frc.org.uk
- Companies Registration Office: www.cro.ie
- www.forfas.ie
- Restaurants Association of Ireland: www.rai.ie
- Revenue Irish Tax and Customs: www.revenue.ie
Introduction to Communications & IT  
| 5 ECTS | Banner Code: COMM 0011 | CRN: 60535 | Level 8 | Assessment Method: CA |

**Description of Module / Aims**
This module aims to enable students to develop key skills vital for third level education and also for the workplace, with a particular emphasis on written skills. This module also aims to provide the student with an understanding of computer concepts and terminology and become proficient with word processing techniques and online communication tools.

**Indicative Content**
- The Communication Process: Basic Principles
- Introduction to basic PC skills: Navigational Tools and proficiency using My Computer and Windows Explorer to navigate and manipulate files and folders
- Written Communication: Letters; Reports; Essays; Style.
- The use of Microsoft Word features including formatting text and documents, different types of documents, wizards, templates, columns, tables, headers & footers, tabs and the use of reference resources - footnotes, bibliography and styles.
- Introduction to the Internet, advanced emailing, discussion forums and Moodle

**Learning Outcomes**
*On successful completion of this module, a student will be able to:*
1. Write well-structured and well-expressed essays and reports
2. Structure and write documents for the workplace
3. Discuss the importance of communication in work and social environments
4. Describe the main concepts of information systems and their applications and benefits to the hospitality industry
5. Demonstrate detailed understanding of basic PC skills including being confident with the Microsoft Windows environment
6. Demonstrate the ability to create attractively displayed documents using word processing and exploit various editing, formatting, proof-reading etc. features
7. Use the Internet efficiently, including common applications such as email, discussion forums, Moodle

**Essential Materials**

**Supplementary Materials**
Foundations of Marketing

| 5 ECTS | Banner Code: MARK 0024 | CRN: 60558 | Level 8 | Assessment Method: CA |

**Description of Module / Aims**
Provide the student with a solid understanding of the foundations of marketing within an intercultural context, including its role in Irish and European society, the micro- and macroenvironmental factors that affect businesses in national and international markets, key issues in conducting marketing research and insights into consumer behaviour.

**Indicative Content**
- An Introduction to Marketing (1. The Marketing Concept; 2. The Marketing Philosophies; 3. The Role of Marketing & Entrepreneurship in Ireland)
- Introduction to Marketing Research (1. Hallmarks of Good Research; 2. Quantitative vs. Qualitative Research; 3. Conducting a Survey; 4. Designing a Questionnaire)
- Understanding Consumer Behaviour (1. The Psychological Determinants; 2. The Self-Concept; 3. The Decision-Making Process; 4. Social & Cultural Factors that Influence Consumer Behaviour; 5. Postmodern Consumers and Implications for Marketing)

**Learning Outcomes**
*On successful completion of this module, a student will be able to:*
1. Demonstrate a fundamental comprehension of marketing's role in Irish & European societies.
2. Identify the micro- & macroenvironmental factors that affect business performances in national, international & global markets.
3. Explain the different marketing research techniques and recognise the key issues that may arise within an intercultural context.
4. Demonstrate a comprehension of marketing research theory by applying it within the context of an individual research project.
5. Discuss the importance of understanding consumer behaviour in modern marketing practice.
6. Recognise the influence of psychological, social & cultural factors on an individual's decision-making process.

**Essential Materials**

**Supplementary Materials**

---

Introduction to Management

| 5 ECTS | Banner Code: MGTH 0062 | CRN: 80264 | Level 8 | Assessment Method: CA |

**Description of Module / Aims**
Provide students with a fundamental knowledge of business, organisations and administration as a basis for managerial practice within the Hospitality Industry.

**Indicative Content**
- Understanding Organisations and the role of management in the Hospitality Industry
- Historical development of management theory and its contribution to contemporary management practice
- The contemporary business environment and its influence on the management of Hospitality organisations.
- Ethical considerations and the value of corporate and social responsibility when managing organisations.
- Understanding the nature of decision making and group decision making as a function of management.
Learning Outcomes
On successful completion of this module, a student will be able to:
1. Outline and describe nature of Management in the Hospitality Industry.
2. Identify the activities that constitute the roles of Management within Hospitality Organisations.
3. List and describe the influence of the business environment to hospitality Organisations.
4. Evaluate the development of management theory and its influence on contemporary management practice.
5. Outline and discuss the issues surrounding corporate social responsibility and its influence on contemporary Hospitality Organisations.
6. Describe the nature of the decision making process and identify the influence of group decision making on hospitality Organisations.

Essential Material

Supplementary Material

The Tourism System
5 ECTS
Banner Code: TOUR 0052
CRN: 80255
Level 8
Assessment Method: EXAM

Description of Module / Aims
Provide the learner with an understanding of the basic fundamentals of the subject of tourism and the components that make up the tourism system.

Indicative Content
- What is Tourism - Definitions and approaches of tourism and tourism terminology and the relationship between tourism, recreation and leisure
- Development of Tourism as an academic subject
- Introduction to the tourism system and models of tourism
  - Visitor attractions
  - Intermediaries
  - The transportation sector
  - The accommodation sector

Learning Outcomes
On successful completion of this module, a student will be able to:
1. Provide a full definition of tourism and the tourism system
2. Discuss the role and function of the major components of the tourism system
3. Evaluate major national and international trends, issues and the strategic direction of each of the components of the tourism system
4. Explain the historical development of the subject of tourism

Essential Materials

Supplementary Material
**Description of Module / Aims**

This course aims to familiarise students with the demands of an oral presentation and to permit them to acquire the skills to prepare and deliver an oral presentation - including presentation at interview - effectively. Students will become familiar with how meetings are organised and conducted and will permit students to acquire the skills to chair and co-ordinate meetings effectively. Students will demonstrate an ability to create and edit a website in a professional looking manner.

**Indicative Content**

- Principles of Oral Communication
- Presentation preparation
- Presentation delivery: use of presentation software in applying communication theory to an oral presentation; slide design; using objects, clip art, screen transitions and animations
- Meetings: role and conduct
- Website design guidelines and practical application using Microsoft FrontPage
- The risks to computers and Method of minimising these.
- The Data Protection Act and ergonomics

**Learning Outcomes**

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

1. Understand the roles played at meetings and operate effectively within those roles
2. Prepare effectively for an interview
3. Identify the key elements involved in an oral presentation and demonstrate the ability to orally communicate information confidently, using technological supports effectively where appropriate
4. Assess his/her own presentation style and effectiveness
5. Understand the website development process and create a professional looking website
6. Understand the need for proper security measures and ergonomics when using IT in business as well as be confident of their own rights and the obligations of any party holding their personal information

**Essential Materials**


**Supplementary Materials**

### Strategic Marketing Mix

| 5 ECTS | Banner Code: MARK 0025 | CRN: 60559 | Level 8 | Assessment Method: Exam |

**Description of Module / Aims**
The purpose of this module is to introduce students to the concept, theories & practices of Marketing, focusing in particular on the marketing mix.

**Indicative Content**
- Product Strategy: Product classifications, Branding, New product development and product life cycle strategies
- Pricing Strategy: Pricing considerations and approaches, Pricing strategies
- Promotion Strategy: Advertising, Sales promotion, Personal selling and Public relations, other promotional tools, Integrated marketing communications strategy
- Distribution Strategy: The nature of distribution channels, Channel strategy and channel management
- Integrated Marketing Mix: Combining the 4Ps

**Learning Outcomes**
*On successful completion of this module, a student will be able to:*
1. Demonstrate an understanding of the concepts of product and branding
2. Evaluate the concepts of the product life cycle & the new product development process
3. Illustrate the possible pricing strategies & apply them appropriately
4. Evaluate each of the promotional tools & comprehend Integrated Marketing Communications
5. Identify & discuss the factors pertaining to functions & types of channels of distribution & the components of channel strategy

**Essential Materials**

**Supplementary Materials**

---

### Introduction to Economics for Tourism

| 5 ECTS | Banner Code: TOUR 0054 | CRN: 80272 | Level 8 | Assessment Method: Exam |

**Description of Module / Aims**
Introduce students to the definition, scope and methodology of Economics. Give students an understanding of the workings of the market for tourism products. Provide an overview of the macroeconomic environment. Give students an introduction to the global environment.

**Indicative Content**
- The economic problem and thinking like an economist.
- Economics of the market supply, demand and equilibrium.
- Elasticity.
- Government intervention in the market.
- Objectives of macroeconomic policymakers.
- The Circular Flow of Income.
- Stabilisation of the macroeconomy.
- EMU.
The Balance of Payments and exchange rates.

Learning Outcomes

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

1. Demonstrate an understanding of the factors that affect the demand for tourism products.
2. Display an understanding of the factors that influence the supply of tourism products.
3. Identify the main objectives of macroeconomic policymakers.
4. Discuss the macroeconomic policy tools for business cycle stabilisation.
5. Demonstrate an understanding of EMU and its implications.
6. Discuss the impact of exchange rates and other factors on the Balance of Payments.

Essential Materials

- www.cso.ie
- www.europa.int
- www.gov.ie

Supplementary Materials


Tourism Studies

<table>
<thead>
<tr>
<th>ECTS</th>
<th>Banner Code</th>
<th>CRN</th>
<th>Level</th>
<th>Assessment Method</th>
</tr>
</thead>
<tbody>
<tr>
<td>5</td>
<td>TOUR 0053</td>
<td>80268</td>
<td>8</td>
<td>CA</td>
</tr>
</tbody>
</table>

Description of Module / Aims

To provide the learner with a detailed understanding of the drivers of tourism demand and supply. The module will also address the role of policy in tourism from a national and International perspective.

Indicative Content

- The evolution and growth of tourism
- Tourism demand
- Geographical flows and tourism
- Introduction to tourist motivation - why do people travel?
- Public sector organisation of the tourism industry
- The Role of government and tourism
- The Irish tourism industry
- Conditions necessary for tourism development
- The context of tourism: Rural Tourism, Urban Tourism, Cultural Tourism, Sport Tourism, Business Tourism
- The Future of Tourism

Learning Outcomes

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

1. Explain the historical development of tourism.
2. Discuss on the nature of tourism demand and on the main factors driving demand.
3. Evaluate the major theories that can help explain tourist motivation.
4. Identify the major global tourism flows, regional destination patterns and tourism market trends.
5. Evaluate the Irish tourism industry and product.
6. Describe in detail the historical evolution and present direction of Irish tourism.
7. Discuss on different categories of tourism and the context of where tourism takes place

Essential Materials

- Failte Ireland www.failteireland.ie 14/11/09
- Tourism Ireland www.tourismireland.com 14/11/09

Supplementary Material

### Intercultural Studies

<table>
<thead>
<tr>
<th>ECTS</th>
<th>Banner Code</th>
<th>CRN</th>
<th>Level</th>
<th>Assessment Method</th>
</tr>
</thead>
<tbody>
<tr>
<td>5</td>
<td>CULT 0004</td>
<td>67647</td>
<td>8</td>
<td>CA</td>
</tr>
</tbody>
</table>

**Description of Module / Aims**
To familiarise learners with theoretical frameworks and practical applications that apply to intercultural communication. To allow learners to develop an appreciation of own and other cultural identities; an attitude of tolerance of, and welcome for, cultural differences; and the skills to overcome potential difficulties in intercultural encounters. To enable learners to successfully manage culturally diverse workforces and to devise strategies to promote successful communication and trust in a multi-cultural environment.

**Indicative Content**
- Introduction to course. (10%)
- The intercultural dimension of the Irish tourism industry workplace.
- Benefits of intercultural competence.
- The Nature of Culture (10%)
- Subjective and objective culture.
- Culture and related terms.
- Differences in communication styles. (10%)
- Dimensions of interpersonal and intercultural communication.
- Eastern and Western communication styles.
- Reconciling differences.
- Cultural Patterns. (20%)
- Foundations of cultural patterns.
- Categorising cultural differences.
- Factors which influence cultural differences. (10%)
- Biology; Ecology; History; Technology; Institutional networks.

**Learning Outcomes**

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

1. Appreciate the importance of intercultural interaction and apply intercultural principles to communication in a multi-cultural community.
2. Demonstrate the knowledge, motivation and skill to operate successfully in a multi-cultural environment.
3. Demonstrate an ability to analyse subjective and objective cultural differences.
4. Apply recognised frameworks of cultural differences to diverse cultural backgrounds, either in the multi-cultural workforce, or in global business transactions.
5. Demonstrate an appreciation of cultural differences in perception and use of time and space.
6. Recognise barriers to successful intercultural communication and have the skills to overcome them.
7. Promote an attitude of appreciation of cultural diversity in the multicultural workplace and have the skills necessary to reconcile cultural differences.

**Essential Materials**

- [www.intercultural.org](http://www.intercultural.org)
- [www.irc-international.com](http://www.irc-international.com)
- Jandt, Fred E. Intercultural Communication: An Introduction.
Supplementary Materials

Information Technology & Travel (E) 5 ECTS  
Banner Code: ICTH 0017  
CRN: 67659  
Level 8  
Assessment Method: Exam  

Description of Module / Aims
Provide students with professional knowledge, competence and understanding of the ICT travel programme.

Indicative Content
- Introduction to the airline computer system.
- Create, retrieve and modify passenger name record (PNR).
- Encoding-decoding cities, airports, airlines.
- Display weather systems.
- Types and classes of aircraft.
- Interpretation of international fare quotes.
- Ticketing/fares.
- Time zones Universal Time Co-ordinate (UTC).
- IATA regions.

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

1. Demonstrate an awareness of the skills and processes involved in operating the airline computer system.
2. Possess a good understanding of the technical requirements of the PNR modifications.
3. Display competency with city, airport and airline codes.
4. Display knowledge of weather systems.
5. Demonstrate familiarity with aircraft types and classes.
6. Comprehend the main concepts of IATA fares and ticketing.
7. Demonstrate an awareness of international time calculations.

Essential Materials
- Galileo Information Workbook and Disk.
- OAG Flight Guide.
- OAG Trade Publication. Colombus.

Supplementary Materials

Business Law 5 ECTS  
Banner Code: LAW 0112  
CRN: 67635  
Level 8  
Assessment Method: Exam  

Description of Module / Aims
This module will introduce students to the fundamental aspects of business law which impacts on the regulation and running of the Hospitality and Tourism sectors.

Indicative Content
- Introduction to the Irish Legal System.
- Fundamentals of Contract Law to include contract formation, vitiating factors and remedies.
- Fundamentals of Employment Law to include contracts, legislative provisions and common law duties and rights.
- Fundamentals of Consumer Law to include EU distance selling regulations, equality law as to the provision of services.
- Fundamentals of Defamation Law to cover communications issues.
- Skills of interpretation and application of relevant legal principles to the Tourism and Hospitality Sectors.

Learning Outcomes

On successful completion of this module, a student will be able to:
1. Display a detailed and sound knowledge of the theory and fundamental concepts and Method relevant to the study of the legal principles which underpin legal relations in the Tourism and Hospitality Sector.
2. Ability to communicate legal principles and apply core concepts to scenarios.
3. Recognise and exercise appropriate judgement in relation to core areas and assess the wider impact to society.

Essential Materials

| Marketing Research Theory | 5 ECTS | Banner Code: MARK 0089 | CRN: 67639 | Level 8 | Assessment Method: CA |

Description of Module / Aims
The purpose of this module is to introduce students to marketing research theory and process as well as enhance a student's generic skills, specifically: critical thinking, problem solving, teamwork, and interpersonal skills. The module utilise problem-based learning (PBL). PBL focuses on problem-solving through teamwork which engages group and self-directed study. Cooperative learning and peer tutoring are utilised as major learning techniques.

Indicative Content
- Nature of Marketing Research Theory: role in managerial-decision making; process of marketing research; limitations of.
- Development of Research Approach: components of defining - the management decision problem, research problem, relevant research objectives and hypotheses.
- Secondary Data Collection and Analysis: primary versus secondary data; internal and external sources of; criteria for evaluating secondary data; advantages/disadvantages of.
- Introduction to Primary Research Data Collection Method: quantitative Method; qualitative Method.
- Transfer of generic skills: interpersonal and teamwork skills.

Learning Outcomes
On successful completion of this module, a student will be able to:
1. Describe and understand the steps in the marketing research process.
2. Discuss the role and importance of information in the management decision process.
3. Undertake guided information retrieval tasks.
4. Explain the sources of secondary data and the criteria to analyse its reliability and validity.
5. Formulate: (1) management decision problem and appropriate research problem, and (2) relevant research objectives and research questions/hypotheses.
6. Explain thoroughly the type and application of various primary research Method.
8. Critically reflect on student's own work and the work of others.
9. Enhance student's interpersonal and teamwork skills.

Essential Materials
- Avery, C. M., Walker, M. A., O'Toole, E., 2001, Teamwork is an Individual Skill: Getting Your Work Done When Sharing Responsibility

**Supplementary Materials**
- Scholtes, P. R., Joiner, B. L., and Streibel, B. J. 2003, The Team Handbook, 3rd Edition

---

### Consumer Behaviour

<table>
<thead>
<tr>
<th>Course</th>
<th>ECTS</th>
<th>Code</th>
<th>CRN</th>
<th>Level</th>
<th>Assessment</th>
</tr>
</thead>
<tbody>
<tr>
<td>Consumer Behaviour</td>
<td>5</td>
<td>MGTH 0063</td>
<td>80276</td>
<td>8</td>
<td>Exam</td>
</tr>
</tbody>
</table>

**Description of Module / Aims**

Introduce students to the field of consumer behaviour and its practical implications for businesses and marketers. Establish the importance of understanding consumer behaviour in the context of developing effective marketing strategies.

**Learning Outcomes**

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

1. Demonstrate a knowledge of consumer behaviour and its applications in marketing
2. Illustrate the importance of understanding the consumer as an individual, by exploring the psychological characteristics of consumers
3. Explain how social and cultural factors affect the attitudes and behaviour of individuals

**Essential Materials**

- Linehan, M., 2008, Consumer Behaviour: Irish Patterns and Perspectives

---

### Introduction to Management Accounting

<table>
<thead>
<tr>
<th>Course</th>
<th>ECTS</th>
<th>Code</th>
<th>CRN</th>
<th>Level</th>
<th>Assessment</th>
</tr>
</thead>
<tbody>
<tr>
<td>Introduction to Management Accounting</td>
<td>5</td>
<td>ACCB 0101</td>
<td>80288</td>
<td>8</td>
<td>Exam</td>
</tr>
</tbody>
</table>

**Description of Module / Aims**

The aim of this module is to introduce hospitality students to the fundamentals of management accounting and to be familiar with management accounting principles and techniques.

**Indicative Content**

- Introduction to cost accounting;
- Materials, valuation such as FIFO, LIFO and WACC, purchasing procedures;
- The importance of labour-costing and remuneration;
- The treatments of overheads in a hospitality environment. The traditional approach and ABC approach;
- Pricing Method in relation to hospitality management

**Learning Outcomes**

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

1. Understand basic management accounting principles, concepts and rules;
2. Introduction to management accounting (elements and nature of costs);
3. Application of materials including purchasing procedures and materials evaluation;
4. Labour costs and different remuneration policies;
5. The treatment of overheads which are applicable to hospitality management;
6. Pricing approaches i.e. hotel room pricing and restaurant pricing etc.
Entrepreneurship Innovation & Tourism

<table>
<thead>
<tr>
<th>Essential Material</th>
</tr>
</thead>
<tbody>
<tr>
<td>• O’Donoghue., D., Luby., A., Hospitality Management Accounting for Hospitality, Tourism and Retail, Blackhall Publishing 2006</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Supplementary Materials</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Jagels, M., Hospitality Management Accounting, (Wiley, 2001)</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Description of Module / Aims</th>
</tr>
</thead>
<tbody>
<tr>
<td>Encourage within the student the aptitude, competencies and levels of innovation necessary to be a success either through the formation of a new business venture or through employment in existing organisations in the public and private sectors.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Indicative Content</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Entrepreneurs and the nature of enterprise particularly in the tourism industry</td>
</tr>
<tr>
<td>• Introduction to innovation and innovation in tourism</td>
</tr>
<tr>
<td>• The nature and management of creativity</td>
</tr>
<tr>
<td>• How to structure and complete a business plan</td>
</tr>
<tr>
<td>• The tourism environment</td>
</tr>
<tr>
<td>• Forming and screening the business idea</td>
</tr>
<tr>
<td>• Small Business Strategy</td>
</tr>
<tr>
<td>• Sources of funding and support</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Learning Outcomes</th>
</tr>
</thead>
<tbody>
<tr>
<td>On successful completion of this module, a student will be able to:</td>
</tr>
<tr>
<td>1. Comment on the changing nature of enterprise in particular in relation to the national and international tourism industry;</td>
</tr>
<tr>
<td>2. Identify opportunity in an innovative and creative manner;</td>
</tr>
<tr>
<td>3. Conduct a comprehensive feasibility study around a sound business idea;</td>
</tr>
<tr>
<td>4. Estimate levels of potential consumer demand for new or existing ventures in the tourism industry;</td>
</tr>
<tr>
<td>5. Apply coherent management principles and strategy to new and existing ventures.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Essential Materials</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th>Supplementary Materials</th>
</tr>
</thead>
</table>

Integrated Marketing Communications

<table>
<thead>
<tr>
<th>Description of Module / Aims</th>
</tr>
</thead>
<tbody>
<tr>
<td>This module will study and strategically analyse the communication tools at the disposal of marketers, providing an appreciation of integrating all communication elements. In depth study of Advertising, Sales promotion, Public relations, Sponsorship, Direct Marketing, Personal selling, packaging, on-line promotion strategy and application.</td>
</tr>
</tbody>
</table>
Indicative Content

- Understanding Integrated Marketing Communications, definition, planning, strategic implementation
- The tools of IMC: Advertising Strategy planning and implementation, Sales promotion, Public relations, Sponsorship, Direct marketing, Personal selling, Packaging, Online promotion
- IMC Media Strategy, planning and implementation
- IMC Tactics and craft
- Evaluation of strategy, tactics, implementation, integration, and contribution to Brand Equity and competitive advantage

Learning Outcomes

On successful completion of this module, a student will be able to:
1. Appreciate all elements of the communications mix
2. Strategically plan and implement all the communication elements
3. Craft communication through the tools available to apply integrated communication strategy in problem solving, bringing the theory to life

Essential Materials


Supplementary Material

- Medcalf, P., 2004, Marketing communications an Irish Perspective, Gill & Mcmillian

Revenue Management (E) 5 ECTS Banner Code: MGTH 0065 CRN: 80292 Level 8 Assessment Method: CA

Description of Module / Aims

Equip students with the skills and knowledge necessary to maximise revenue in hospitality businesses.

Indicative Content

- The objectives of Revenue Management
- Development of Revenue management
- Capacity & Demand Management
- Market Segmentation and Analysis
- Economic principles and demand forecasting
- Dynamic value based pricing
- Revenue Management IT
- Implementing Revenue Management
- Legal and ethical issues
- Customer knowledge and behaviour

Learning Outcomes

On successful completion of this module, a student will be able to:
1. Identify the objectives and techniques used in Revenue management
2. Appraise the range of techniques used to price hospitality products and services
3. Explain the Method of capacity and demand management suited to the hospitality sector
4. Integrate previous management, marketing, and operational knowledge in a coherent way to formulate effective revenue management strategies
5. Recognise the importance of ethics and customer care in the design and delivery revenue management strategies

Essential Material

Supplementary Materials
- Cornell Hotel and Restaurant Administration Quarterly.
- International Journal of Contemporary Hospitality Management.
- Progress in Hospitality and Tourism Research.

<table>
<thead>
<tr>
<th>Research Method &amp; Statistics</th>
<th>5 ECTS</th>
<th>Banner Code: RESA 0143</th>
<th>CRN: 80284</th>
<th>Level 8</th>
<th>Assessment Method: CA</th>
</tr>
</thead>
</table>

Description of Module / Aims
The aim of this module is to introduce students to the elements of statistical research.

Indicative Content
- Stages of the Research Process;
- Primary and secondary sources of information;
- Case and survey research;
- Design of data collection instruments;
- Validity and Reliability;
- Data analysis using statistical software;
- Data input, coding, types of variable, analytical and graphical Method for each type of variable;
- Bivariate analysis (categorised data analysis, correlation and regression);
- Introduction to statistical inference.

Learning Outcomes
On successful completion of this module, a student will be able to:
1. Understand the stages and activities required for a research project
2. Identify an appropriate research topic and present individual research objectives as part of a formal research proposal
3. Develop a data collection instrument.
4. Analyse data using statistical Method, interpret and report the results.

Essential Material

Supplementary Materials
- Ó Rathaille, M., Statistical notes – vle.wit.ie

<table>
<thead>
<tr>
<th>Heritage Interpretation (E)</th>
<th>5 ECTS</th>
<th>Banner Code: HIST 0006</th>
<th>CRN:67711</th>
<th>Level 8</th>
<th>Assessment Method: CA</th>
</tr>
</thead>
</table>
Description of Module / Aims
To introduce the students to the concept of heritage interpretation. To analyse heritage interpretation techniques employed in the Irish heritage tourism industry.

Indicative Content
- Principles of heritage management and interpretation
- Museums/Galleries and Exhibitions in Ireland
- Interpretative Centres in Ireland
- Irish Parks and Gardens, including the National Heritage Parks
- Irish Heritage “Experiences” and Events
- Principles and Practice of Tour Guiding in Ireland
- Analysis of the different media used in heritage interpretation
- Consumer Protection: Consumer Protection Act, Sale of Goods and Supply of Services Acts, the Equal Status Act

Learning Outcomes
On successful completion of this module, a student will be able to:
1. Understand and analyse the general principles of heritage management
2. Understand and analyse the general principles of heritage interpretation, with particular reference to its educational and entertainment value
3. Appreciate both the historical background to the county’s national museums and galleries, and their present contribution to the Irish heritage-tourism industry, particularly through their programmes of temporary exhibitions
4. Comprehend the educational significance of Ireland’s interpretative centres, and appreciate their role in conservation
5. Be aware of the reasons for the growing interest in outdoor heritage attractions, in particular parks and gardens
6. Understand the nature and extent of Irish heritage “experiences” and events, including clan rallies, themed heritage towns and heritage trails
7. Understand the principles and practices involved in Tour Guiding in Ireland, whether on site or on tour
8. Comprehend and analyse the various types of media employed in heritage interpretation, and their relative success
9. Demonstrate a sound knowledge and understanding of the fundamental principles of consumer protection and heritage legislation in Ireland and the ability to do basic research to update knowledge as required.
10. Demonstrate a sound knowledge and understanding of the fundamental principles of consumer protection and heritage legislation in Ireland.

Essential Materials
- London: Cassell.
- No other set books are prescribed for heritage interpretation, but students are advised to read the relevant sections of reports and policy documents produced by organisations such as the Heritage Council, the Arts Council, Failte Ireland, local County Councils (e.g. Heritage Plans) and Government Departments (e.g. Arts, and Environment)
- Students are also advised to read up on the centres visited as part of the Module, especially the National Cultural Institutions

Supplementary Materials
## International Marketing

<table>
<thead>
<tr>
<th>ECTS</th>
<th>Banner Code: MARK 0091</th>
<th>CRN: 67695</th>
<th>Level 8</th>
<th>Assessment Method: EXAM</th>
</tr>
</thead>
</table>

**Description of Module / Aims**
To develop in the student an in-depth understanding of the theories, concepts and Method employed in International Marketing analysis, selection and entry.

**Indicative Content**
- Internationalisation Theories
- The International Business Environment
- International Market Analysis
- International Market Selection Process
- International Market Entry
- The Cultural Context of International Markets

**Learning Outcomes**

*On successful completion of this module, a student will be able to:*
1. Synthesise the scope and challenges involved in internationalisation.
2. Appraise potential international markets by evaluating international marketing environments.
3. Critically assess the potential of international markets and develop the analytical skills required for international market selection.
4. Critically analyse international market entry strategies.
5. Evaluate the cultural context of international markets.

**Essential Materials**
- Hollensen, S., 2004, Global Marketing - A Decision-Oriented Approach, Third, Chapter(s) 1-8, Prentice Hall
- Keegan, W.J. & Green, M.C., 2005, Global Marketing, Fourth, Chapters 1-8, Prentice Hall

**Supplementary Materials**
- [http://www.bized.ac.uk/](http://www.bized.ac.uk/)
- [http://www.eib.org](http://www.eib.org)

## Services Marketing

<table>
<thead>
<tr>
<th>ECTS</th>
<th>Banner Code: MARK 0092</th>
<th>CRN: 67707</th>
<th>Level 8</th>
<th>Assessment Method: Exam</th>
</tr>
</thead>
</table>

**Description of Module / Aims**
The purpose of this module is to enable students to apply the concepts of Services Marketing to different service organisations. The focus of this module is to determine how the process of marketing intangible services is differentiated from the marketing of tangible products. This module will also cover the areas of Customer Care, Database Marketing and Service Demand Management.

**Indicative Content**
- Introduction to Services, Service Characteristics, Service Classification, Service Design & Flowcharting
- Services Marketing Mix, Services Pricing, Service Demand management, Service Distribution & technology, Database Marketing
• Managing the Service Process, Service strategy, Relationship Marketing, Internal Marking, Customer Care, People, processes & client service, International services marketing

Learning Outcomes

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

1. Demonstrate an understanding of the concepts, theories & practices involved in services marketing
2. Apply marketing activities involved in market analysis, relationship marketing & the marketing planning process in a services marketing context
3. Illustrate the role & impact of internal marketing in the marketing of services
4. Analyse the areas of Customer Care and Service Quality
5. Apply the elements of the services marketing mix to different service industries

Essential Material

• Palmer, A., Principles of Services Marketing, 4th Edition

Supplementary Materials

• Fisk, Grove and John, 2005, Interactive Services Marketing
• Harrison, T., 2000, Services Marketing, 3rd Edition
• Zeithaml, V., and Bitner, M., 2003, Managing Services Marketing

---

Travel & Tour Operations (E)

| Travel & Tour Operations (E) | 5 ECTS | Banner Code: TOUR 0017 | CRN: 67715 | Level 8 | Assessment Method: Exam |

Description of Module / Aims

The aim of this module is to introduce the student to travel and tour operations with special emphasis on travel agency and tour operating practice.

Indicative Content

• Introduction to travel and tour operations
• Economic and legal aspects of setting up and running a travel agency.
• Skills and competencies in the service of delivery of travel products.
• Travel agents ethical responsibility to the customer.
• Introduction to group travel.
• Assembling of tour packages.
• Economic, financial and legal aspects of the tour operating business.
• Review of advertising material used in travel operations.
• Impact of computer technology what the future holds for both the travel agent and the tour operator.
• Travel Law
• Consumer Protection: Consumer Protection Act, Sale of Goods and Supply of Services Acts, the Equal Status Act,
• The Package Holiday and Travel Trade Act, Unfair Terms, The Package Holiday and Travel Trace Act (Occasional Organizers) Regulations, Tourist Traffic Acts, the Consumer Contract Act, and rights of air travellers.
• Licensing: Transport (Tour Operators and Travel Agents) Act, Licensing of Indoor Events Act, Package Holidays and Travel Trade Act (Bonds) Regulations, Tour Operators and Travel Agents (Bonding) Regulations, Tour Operators (Licensing)(Amendment) Regulations, Travel Agents (Licensing) Regulations.
• Civil Liability of Tour Operators/Travel Agents: under common law contract and tort theories.

Learning Outcomes

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

1. Display management skills required for establishing and running a travel agency / tour operations.
2. Identify the principles and practices for effective agency/operator management and service.
3. Comprehend the process of assembling package holidays.
4. Demonstrate effective skills and knowledge of the overall operation of the travel agent / tour operator.
5. Recognise the challenge faced by travel agents and tour operations in the 21st century.
6. Display an awareness of the financial and legal implication of the travel agent / tour operating business.
7. Discuss the issues involved in current EU legislation regarding package holidays.
8. Demonstrate a sound knowledge and understanding of the fundamental cases where civil liability has been imposed by the common law on tour operators and travel agents under contract and/or tort law.

**Essential Materials**

**Supplementary Materials**

**The Impacts of Tourism**

<table>
<thead>
<tr>
<th>ECTS</th>
<th>Banner Code: TOURO055</th>
<th>CRN: 80296</th>
<th>Level 8</th>
<th>Assessment Method: CA</th>
</tr>
</thead>
</table>

**Description of Module / Aims**
Examine the role of tourism in society and the impacts tourism has on host cultures and communities.

**Indicative Content**
- The role of tourism in economic development
- The economic impacts of tourism
- The environmental impacts of tourism
- The socio-cultural impacts of tourism
- Introduction to measuring the impacts of tourism

**Learning Outcomes**
*On successful completion of this module, a student will be able to:*
1. Explain the cautionary and advocacy platforms in relation to the impacts of tourism.
2. Discuss the various impact measurement tools available to planners.
3. Debate in detail the economic, sociocultural and environmental impacts of tourism upon host communities.
4. Appraise the role of tourism in the context of economic development.

**Essential Materials**
- EcoTourism Society [www.ecotourism.org](http://www.ecotourism.org)
- Failte Ireland [www.failteireland.ie](http://www.failteireland.ie)
- National Geographic Society [www.nationalgeographic.com](http://www.nationalgeographic.com)
- World Tourism Organisation [www.unwto.org](http://www.unwto.org)

**Cultural Tourism in Europe (E)**

<table>
<thead>
<tr>
<th>ECTS</th>
<th>Banner Code: CULT0006</th>
<th>CRN: 67751</th>
<th>Level 8</th>
<th>Assessment Method: CA</th>
</tr>
</thead>
</table>

**Description of Module / Aims**
Explore the concept of international cultural tourism and to place this niche area of tourism in the overall context of the tourism industry.

**Indicative Content**
- Defining Cultural Tourism (Cultural Tourism Product - Niches / Trends)
- Cultural Tourism Markets / Destinations - Fieldwork in Dublin
- Cultural Tourism Policies, Practice and Management (Sustainability and Viability)
- Places & Things of Value - High Culture, Popular Culture and Minor But Major (Candles & Crafts)
- The Role of Authenticity in Cultural Tourism (commodification & culture)
- Impacts of Cultural Tourism (Impacts on Tourist / Host / Environment)
- Contemporary Culture Destinations / Reinventing Cultural Destinations (Dublin / Paris / Berlin)
- Urban Case Studies: Art Cities (Venice / Florence); Medieval Cities (Carcassonne / Bruges)
- Rural Case Studies - Gaeltacht Ireland /International 'Native' Tourism

**Learning Outcomes**
*On successful completion of this module, a student will be able to:*
1. Demonstrate an understanding of the concepts, theories and principles associated with cultural tourism.
2. Develop an authoritative perspective on selected cultural tourism cases in Europe.
3. Critically analyse the interplay between factors such as culture and tourism, tourist and destination.

**Essential Materials**
- Cultural Studies (Taylor & Francis Ltd); Tourism Management (Elsevier Science Ltd.)
- http://raku.city.kyoto.jp/sight_e.phtml
- http://www.crt.state.la.us/
- http://www.salamiran.org/CT/
- Smith, M., and Robinson (2006) Cultural Tourism in a changing world- Politics, participation and (re) presentation, MPG

**Supplementary Materials**

---

### Dissertation

<table>
<thead>
<tr>
<th>ECTS</th>
<th>Banner Code</th>
<th>CRN</th>
<th>Level</th>
<th>Assessment Method</th>
</tr>
</thead>
<tbody>
<tr>
<td>5</td>
<td>DISS 0042</td>
<td>67739</td>
<td>8</td>
<td>CA</td>
</tr>
</tbody>
</table>

**Description of Module / Aims**
The aim of this module is to enable students to prepare and submit a research dissertation.

**Indicative Content**
- Implementing research methodology
- Correlating data
- Presenting Research findings
- Interpretation and Discussion of research finding
- Formal writing techniques for research dissertations
- Guidelines for Presentation of research dissertation

**Learning Outcomes**
*On successful completion of this module, a student will be able to:*
1. Be able to prepare a research plan and effectively execute chosen research methodology.
2. Recognise the importance of recording and correlating information in a structured format.
3. Compile and Appraise research data.
4. Be competent in the areas of presenting and discussing findings in an analytical manner.
5. Have prepared and delivered a dissertation that will contribute to knowledge in a specific area, to the required standard.
6. Have shown competence in self-directed learning, time management and the organisation skills necessary for the completion of a research dissertation.
Essential Materials

Supplementary Materials
- Kane, E., Doing Your Own Research, (Marion Boyars Publishers: Great Britain, 1987).

<table>
<thead>
<tr>
<th>Global Strategic Marketing</th>
<th>5 ECTS</th>
<th>Banner Code: MARK 0093</th>
<th>CRN: 67723</th>
<th>Level 8</th>
<th>Assessment Method: CA</th>
</tr>
</thead>
</table>

Description of Module / Aims
To develop the managerial capabilities and skills of the student to allow them to manage an organisations’ international marketing strategy.

Indicative Content
- Creating and Sustaining International Strategic Competitive Advantage.
- Implementing and Coordinating the Global Marketing Programme.
- Developing the Global Marketing Mix - Product - Price - Distribution - Communication.
- Developing and maintaining International Business Relationships.

Learning Outcomes
On successful completion of this module, a student will be able to:
1. Develop International Marketing Strategies for an organisation in order to create and sustain international competitive advantage.
2. Integrate product and brand decisions related to the global marketing mix.
3. Develop global pricing strategies.
4. Devise appropriate global marketing channels and physical distribution channels.
5. Formulate a global marketing communications strategy.
6. Devise strategies for creating international competitive advantage.
7. Assess the importance of international business relationships.

Essential Materials
- [http://www.bized.ac.uk/](http://www.bized.ac.uk/)
- [http://www.eib.org/](http://www.eib.org/)
- Cateora, P.R. & Ghauri, P.N., 2000, International Marketing - European Edition, Third, Chapter 7 to end, Prentice Hall.

<table>
<thead>
<tr>
<th>Facilities and Asset Management</th>
<th>5 ECTS</th>
<th>Banner Code: MGTH 0041</th>
<th>CRN: 65041</th>
<th>Level 8</th>
<th>Assessment Method: Exam</th>
</tr>
</thead>
</table>

**Description of Module / Aims**

Equip students with the knowledge and techniques required for effective management of hospitality and tourism facilities and assets.

**Indicative Content**
- Evolution of Facilities Management
- Scope of Facilities Management
- Facilities Management and the Service Experience
- Designing Tourism and Hospitality Facilities
- Facilities Development Strategy and Brand Management
- Asset Management
- Property Management Options
- Valuation Techniques for Tourism and Hospitality properties
- Auditing Facility Performance
- Challenges and the Future of Facilities Management in the Tourism and Hospitality Industry

**Learning Outcomes**

*On successful completion of this module, a student will be able to:*
1. Demonstrate and understanding of the evolution and scope of Facilities Management in the Tourism and Hospitality Industry
2. Recognise the importance of design by utilising knowledge of the Servicescapes within Tourism and Hospitality work-places
3. Illustrate the role and impact of Facilities Management on branding strategy
4. Recognise the importance of asset management in Facilities Management
5. Contrast various Method of property valuation
6. Display the competence to measure a facilities performance in a coherent way to formulate effective
7. Develop an informed perspective on the challenges and future directions of Branding within the Tourism and Hospitality Industries

**Essential Materials**

<table>
<thead>
<tr>
<th>Advertising Management</th>
<th>5 ECTS</th>
<th>Banner Code: MGTH 0067</th>
<th>CRN: 80320</th>
<th>Level 8</th>
<th>Assessment Method: CA</th>
</tr>
</thead>
</table>

**Description of Module / Aims**

To develop an understanding of the importance of effective market branding within the tourism industry.

**Indicative Content**
- Introduction to Tourism Branding
• Destination Branding Theory (Branding and tourism linkages, the Branding Name, the Positive Impacts of Tourism Branding, the Branding Model)
• Destination Image Theory (Imagery Vocal Imagery, Visual Imagery, Personal and Literary Imagery, Successful Branding Strategies, Emotional Branding)
• Applied national and international tourism branding case studies
• In class presentations
• Future challenges facing the branding of the national and international tourism industries.

Learning Outcomes
On successful completion of this module, a student will be able to:
1. Develop an appreciation and theoretical knowledge of branding with particular reference to tourism.
2. Evaluate the various branding strategies as applied to the tourism industry.
3. Develop an informed perspective on the future direction of tourism branding.
4. Identify the particular challenges facing tourism branding both nationally and internationally.

Essential Materials

Supplementary Materials

Tourism Branding

<table>
<thead>
<tr>
<th>ECTS</th>
<th>Banner Code</th>
<th>CRN</th>
<th>Level</th>
<th>Assessment Method</th>
</tr>
</thead>
<tbody>
<tr>
<td>5</td>
<td>TOU 0018</td>
<td>67727</td>
<td>8</td>
<td>CA</td>
</tr>
</tbody>
</table>

Description of Module / Aims
To develop an understanding of the importance of effective market branding within the tourism industry.

Indicative Content
• Introduction to Tourism Branding
• Destination Branding Theory (Branding and tourism linkages, the Branding Name, the Positive Impacts of Tourism Branding, the Branding Model).
• Destination Image Theory (Imagery Vocal Imagery, Visual Imagery, Personal and Literary Imagery, Successful Branding Strategies, Emotional Branding)
• Applied national and international tourism branding case studies
• In class presentations
• Future challenges facing the branding of the national and international tourism industries.

Learning Outcomes
On successful completion of this module, a student will be able to:
1. Develop an appreciation and theoretical knowledge of branding with particular reference to tourism.
2. Evaluate the various branding strategies as applied to the tourism industry.
3. Develop an informed perspective on the future direction of tourism branding.
4. Identify the particular challenges facing tourism branding both nationally and internationally.

Essential Materials

Supplementary Materials
Waterford Institute of Technology
School of Humanities
Exchange Programme Module Listing

Module Listing for Higher Certificate in Arts Hospitality Studies
Programme Code: WD_OHOSP_C

Year 2

<table>
<thead>
<tr>
<th>Semester 3 (Autumn)</th>
<th>Component Code</th>
<th>Semester 4 (Spring)</th>
<th>Component Code</th>
</tr>
</thead>
<tbody>
<tr>
<td>Introduction to Hospitality Accounting</td>
<td>ACCH 0016</td>
<td>Hospitality Financial Accounting</td>
<td>ACCH 0018</td>
</tr>
<tr>
<td>Introduction to Front Office Operations</td>
<td>BUSS 0050</td>
<td>Front Office Operations 1.1</td>
<td>BUSS 0051</td>
</tr>
<tr>
<td>Food &amp; Beverage Operations 2.1</td>
<td>CULI 0022</td>
<td>Advanced Food &amp; Beverage 2.2</td>
<td>CULI 0024</td>
</tr>
<tr>
<td>Human Resource Management &amp; Training</td>
<td>HRMB 0090</td>
<td>Marketing Principles</td>
<td>MARK 0139</td>
</tr>
<tr>
<td>Tourism Studies</td>
<td>TOUR 0050</td>
<td>Introduction to Management</td>
<td>MGTB 0119</td>
</tr>
</tbody>
</table>

Module Descriptors

| Introduction to Hospitality Accounting | 5 ECTS | Banner Code: ACCH 0016 | CRN: 83782 | Level 6 | Assessment Method: CA |

Description of Module / Aims
Introduce the learner to accounting concepts, to complete and interpret final accounts to the management of the cost cycle in the hospitality industry

Indicative Content

Introduction to Accounting
- Nature, purpose and boundaries of accounting
- Users of accounting information and their needs

Terminology and concepts
- Accounting concepts, frameworks and policies

Introduction to Bookkeeping/accounting
- Business Transactions, Books of first Entry, Balancing Accounts, Extraction of a Trial Balance

Trading Profit & Loss Account
- Preparation of a Trading, Profit & Loss, & Balance Sheets Accounts for a hospitality business

Interpretation of accounts
- Calculation of significant ratios
- Evaluation and appraisal of these ratios
- Understanding limitations of ratio analysis

Learning Outcomes
On successful completion of this module, a student will be able to:
1. Describe the function of financial accounting in the hospitality industry together with the fundamental accounting concepts.
2. Record financial transactions using the double-entry system of bookkeeping; prepare a Trial Balance from Ledger Accounts.
3. Prepare and interpret a Hospitality Trading, Profit & Loss and Balance Sheet accounts.
4. Construct and analyze financial statements using ratio analysis.

Essential Material

Supplementary Material
Waterford Institute of Technology
School of Humanities
Exchange Programme Module Listing

- Business Plus: [www.bizplus.ie](http://www.bizplus.ie)
- Business and Finance: [www.businessfinance.ie](http://www.businessfinance.ie)
- Financial Reporting Council: [www.frc.org.uk](http://www.frc.org.uk)
- Companies Registration Office: [www.cro.ie](http://www.cro.ie)
- [www.forfas.ie](http://www.forfas.ie)
- Restaurants Association of Ireland: [www.rai.ie](http://www.rai.ie)
- Revenue Irish Tax and Customs: [www.revenue.ie](http://www.revenue.ie)
- Department of Finance: [www.finance.gov.ie](http://www.finance.gov.ie)
- Irish Hotels Federation: [www.ihf.ie](http://www.ihf.ie)
- Failte Ireland: [www.failteirelandfoodtoolkit.ie](http://www.failteirelandfoodtoolkit.ie)
- Chambers of Commerce Ireland: [www.chambers.ie](http://www.chambers.ie)
- Asheville Media Group Business Ireland: [www.ashville.com](http://www.ashville.com)
- Business and Leadership Magazine: [www.businessandleadership.com](http://www.businessandleadership.com)
- Enterprise Ireland: [www.enterprise-ireland.com](http://www.enterprise-ireland.com)
- Business World: [www.businessworld.ie](http://www.businessworld.ie)
- Irish Business Facts: [www.finfacts.ie](http://www.finfacts.ie)
- Barkeeper: [www.barkeeper.ie](http://www.barkeeper.ie)
- Irish Hospitality Institute: [www.ihi.ie](http://www.ihi.ie)
- Institute of Hospitality: [www.hcima.co.uk](http://www.hcima.co.uk)

<table>
<thead>
<tr>
<th>Introduction to Front Office Operations</th>
<th>Banner Code: BUSS 0050</th>
<th>CRN: 78181</th>
<th>Level 6</th>
<th>Assessment Method: EXAM</th>
</tr>
</thead>
</table>

**Description of Module / Aims**

This module introduces the student to the concept, fundamentals and underlying structure of the Front Office Department within a hospitality organisation. It aims to development the students understanding of Front Office Operations.

**Indicative Content**

- Customer Service Standards
- Front Office Organisational Structure
- Guest Life Cycle
- Front Office Product Knowledge and Sales Ability
- Front Office Glossary of Terms
- Reservations
- Check In
- Front Office Accounting
- Corporate and Group Sales

**Learning Outcomes**

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

1. Understand and Demonstrate appropriate Customer Orientation
2. Appraise the Roles and Functions of the Front Office Structure
3. Demonstrate an understanding of Key Front Office Terminology
4. Convey an In-Depth understanding of the Stages within the Guest Life Cycle
5. Display the Ability to manage Corporate and Group Sales

**Essential and Supplementary Reading/Resources**

- Hotel and Catering Review
Description of Module / Aims
To provide students with the knowledge, skills and competencies to enable them to operate in a professional manner within a food and beverage environment.

Indicative Content
Introduction to Control Procedures
- Appreciation of costs
- General stocktaking procedures
- Portion control
- Cash, credit card and cheque transactions
- Billing on EPOS
- Restaurant opening and closing procedures
- Cash security system
- Fraud control

Contemporary issues in Food and Beverage Operations
- Merchandising techniques
- Displays/ table decoration
- Environmental best practices for food and beverage operations

Food and Beverage Operations
- Food and beverage service Method
- Using EPOS
- Food and beverage terms, menu/list interpretation
- Food and beverage service standards
- Restaurant and bar mise en place
- Restaurant and bar opening and closing procedures

Learning Outcomes
On successful completion of this module, a student will be able to:
1. Demonstrate competence in the use of relevant electronic point of sale systems.
2. Understand and practice effective stock and cost control at operational level.
3. Demonstrate with confidence the professional craft techniques of food and beverage service.
4. Apply the principles and practices of customer orientation and quality service.
5. Understand basic law relating to food and beverage enterprises.

Essential and Supplementary Reading/Resources
- Lillicrap, Cousins and Smith, Food and Beverage Service, 8th edition, Hodder & Arnold 2006
- Doeser, L., The Cocktail Bible – Traditional and Modern Cocktails for every Occasion, Parragon 2001
- Brindley A., French Culinary Terms, Educational Services, GMIT, (1997)
- Hix, M., and Gluck, M., The Simple Art of Marrying Food and Wine Mitchell Beazley 2005
- Knowles, T., Food Safety in the Hospitality Industry, Butterworth–Heinemann 2002
- O’Gorman, Andrew, A-Z of the Bar Trade, Bartenders Association of Ireland 1983
- Regan, Gary, The Bartenders Bible: 1001 Mixed Drinks and Everything You Need to Know to Set up Your Bar HarperCollins 2005
- www.pubireland.com Irish Pubs of Distinction
- www.ihi.ie Irish Hospitality Institute
- www.failteireland.com Fáilte Ireland
- www.wset.co.uk The Wine and Spirit Education Trust
- www.guinness.com Guinness and related beverage site
Human Resource Management & Training

<table>
<thead>
<tr>
<th>Description of Module / Aims</th>
</tr>
</thead>
<tbody>
<tr>
<td>Introduce students to Human Resource Management with particular reference to the hospitality industry. The particular focus of the module is the acquisition of knowledge and skills by learners in the areas of HRM and training.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Indicative Content</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Introduction to HRM</td>
</tr>
<tr>
<td>• Overview of core HRM practice areas</td>
</tr>
<tr>
<td>• Human Resource Planning</td>
</tr>
<tr>
<td>• Recruitment, Selection and Induction</td>
</tr>
<tr>
<td>• Job descriptions, person specifications, competency based recruitment and selection, terms and conditions of employment</td>
</tr>
<tr>
<td>• Training, the delivery of hospitality operational training, SOPs, KSAs, feedback</td>
</tr>
<tr>
<td>• Selected employment legislation</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Learning Outcomes</th>
</tr>
</thead>
<tbody>
<tr>
<td>On successful completion of this module, a student will be able to:</td>
</tr>
<tr>
<td>1. Display knowledge and skills of HRM practice areas</td>
</tr>
<tr>
<td>2. Compile a job description and a person specification</td>
</tr>
<tr>
<td>3. Design a recruitment advertisement</td>
</tr>
<tr>
<td>4. Design and conduct a selection interview</td>
</tr>
<tr>
<td>5. Design and conduct a one to one training session for a hospitality task</td>
</tr>
<tr>
<td>6. Display a knowledge of selected employment legislation</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Essential Material</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th>Supplementary Material</th>
</tr>
</thead>
<tbody>
<tr>
<td>• &quot;Failte Ireland.&quot; <a href="http://www.failteireland.ie">www.failteireland.ie</a></td>
</tr>
<tr>
<td>• &quot;The Chartered Institute of Personnel and Development.&quot; <a href="http://www.cipd.co.uk">www.cipd.co.uk</a></td>
</tr>
<tr>
<td>• &quot;The Workplace Relations Commission.&quot; <a href="http://www.workplacerelations.ie">www.workplacerelations.ie</a></td>
</tr>
</tbody>
</table>

Tourism Studies

<table>
<thead>
<tr>
<th>Description of Module / Aims</th>
</tr>
</thead>
<tbody>
<tr>
<td>This module will provide a comprehensive understanding of the national and international tourism industry and a full appreciation of the dynamics and the agents of change that are driving the industry in the 21st century.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Indicative Content</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Historical growth and development of tourism</td>
</tr>
<tr>
<td>• Determinants of demand for tourism</td>
</tr>
<tr>
<td>• Motivation and tourism - why do people travel</td>
</tr>
<tr>
<td>• Tourism and the destination</td>
</tr>
<tr>
<td>• The organisation of tourism and the role of government</td>
</tr>
<tr>
<td>• Tourism in Ireland</td>
</tr>
<tr>
<td>• Tourism at the local and regional level</td>
</tr>
<tr>
<td>• The future of tourism</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Learning Outcomes</th>
</tr>
</thead>
<tbody>
<tr>
<td>On successful completion of this module, a student will be able to:</td>
</tr>
<tr>
<td>1. Identify the role of government and the basis of tourism policy</td>
</tr>
</tbody>
</table>
2. Discuss the main drivers of tourism demand and travel motivation
3. Describe tourism at national and regional levels
4. Evaluate the industry with regards to future trends and historic precedent

**Essential Materials**
- "Failte Ireland - Research." [www.failteireland.ie](http://www.failteireland.ie/Research-Insights.aspx)
- "The Irish Tourist Industry Confederation." [www.itic.ie](http://www.itic.ie)
- "Tourism Ireland." [www.tourismireland.com](http://www.tourismireland.com)
- "World Tourism Organisation." [www.unwto.org](http://www.unwto.org)
- "World Travel and Tourism Council." [www.wttc.org](http://www.wttc.org)

**Hospitality Financial Accounting**

<table>
<thead>
<tr>
<th>ECTS</th>
<th>Banner Code</th>
<th>CRN</th>
<th>Level</th>
<th>Assessment Method</th>
</tr>
</thead>
<tbody>
<tr>
<td>5</td>
<td>ACCH 0018</td>
<td>83786</td>
<td>6</td>
<td>EXAM</td>
</tr>
</tbody>
</table>

**Description of Module / Aims**

Enable hospitality students to prepare, analyse, evaluate and communicate financial information and accounts.

**Indicative Content**

- Basic budgeting purpose of budgets, preparation of basic functional budgets;
- Cashflows difference between profit and cash, preparation of cashflow statements, management of cashflow in the Hospitality Industry;
- Annual report documents comprising the annual report, explanation of associated terminology and how to read the annual report;
- Financial analysis financial ratios (profitability, efficiency and liquidity), limitations of financial ratios, interpretation of ratios in the context of the Hospitality Industry;
- Overview of auditing and internal control purpose of auditing and internal control, role of the auditor, the audit report, basic internal controls applicable to the Hospitality Industry;
- Overview of income tax PAYE and PRSI, pay and file requirements of an employer;
- Overview of VAT calculation of VAT, deductible VAT expenses, VAT returns.

**Learning Outcomes**

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

1. Understand the role of basic budgeting in the Hospitality Industry;
2. Prepare basic cashflow statements;
3. Understand and explain the annual report of a business;
4. Perform basic analysis and interpretation of financial accounts;
5. Understand the role of auditing and internal control in a hospitality business;
6. Understand the income tax and VAT requirements for a business.

**Essential Material**


**Supplementary Materials**


**Front Office Operations 1.1**

<table>
<thead>
<tr>
<th>ECTS</th>
<th>Banner Code</th>
<th>CRN</th>
<th>Level</th>
<th>Assessment Method</th>
</tr>
</thead>
<tbody>
<tr>
<td>5</td>
<td>BUSS 0051</td>
<td>78217</td>
<td>6</td>
<td>EXAM</td>
</tr>
</tbody>
</table>

**Description of Module / Aims**

This module introduces the student to the concept, fundamentals and underlying structure of the Front Office Department within a hospitality organisation. It aims to develop the students understanding of Front Office Operations.

**Indicative Content**

- Customer Service Standards
- Front Office Organisational Structure
- Guest Life Cycle
- Front Office Product Knowledge and Sales Ability
- Front Office Glossary of Terms
Waterford Institute of Technology
School of Humanities
Exchange Programme Module Listing

- Reservations
- Check In
- Front Office Accounting
- Corporate and Group Sales

Learning Outcomes

On successful completion of this module, a student will be able to:
1. Understand and Demonstrate appropriate Customer Orientation
2. Appraise the Roles and Functions of the Front Office Structure
3. Demonstrate an understanding of Key Front Office Terminology
4. Convey an In-Depth understanding of the Stages within the Guest Life Cycle
5. Display the Ability to manage Corporate and Group Sales

Essential and Supplementary Reading/Resources
- Hotel and Catering Review

![Advanced Food & Beverage 2.2](chart)

Description of Module / Aims

Provide students with the knowledge, skills and competencies to enable them to demonstrate advanced food and beverage skills and key supervisory functions in order to organise food and beverage events.

Learning Outcomes

On successful completion of this module, students should be able to:
1. Demonstrate effectively the interpersonal skills necessary for their professional and personal development in the context of customer care.
2. Demonstrate with confidence the appropriate advanced food & beverage service skills required in the restaurant and bar areas.
3. Formulate the planning of food & beverage and service requirements for a variety of service events.
4. Organize food & beverage events.
5. Understand the role of a food and beverage business start-up.
6. Evaluate the effectiveness and appreciate the importance of customer care program.
7. Appreciate & implement cost control measures within the food & beverage function.
8. Appreciate the importance of sustainability in the hospitality industry and the role food and beverage operations play in it.

Indicative Content

- Customer care in a food & beverage operation (best practices)
- The food service industry
- Restaurant and menu terminology
- Beverages
- Technical advanced food service skills, Food & beverage service areas and equipment
- Types & specialized forms of service
- Restaurant economics
- Introduction to enterprise and business startup for Restaurants and Bars
- Restaurant and Bar Sustainability
- ‘Green’ Restaurants and Bars, their impact on the environment
- Role & duties of food & beverage manager
- Applied planning, organizing, controlling in relation to food & beverage events
- Student Lead Learning Event (in class participation)
- Health & Safety in the workplace

Essential and Supplementary Reading/Resources
- Brindley A., French Culinary Terms, Educational Services, GMIT, (1997)
- Hotel and Catering Review
- Fuller, J. (1986), Essential Table Service for Restaurants, Hutchinson & Co
- Wine & spirit education trust (2006), Behind the label, London
- Doorley, T. Farmer, A. Best Wine in Ireland
- Beazley, J. & Beaxley, M (1999), Wine with food, The ultimate guide to matching wine with food
- www.pubireland.com Irish Pubs of Distinction
- www.ihi.ie Irish Hospitality Institute
- www.failteireland.com Fáilte Ireland
- www.wset.co.uk The Wine and Spirit Education Trust
- www.guinness.com Guinness and related beverage site
- www.rai.ie Restaurants Association of Ireland
- www.hcima.co.uk Hotel and Catering International Management Association
- www.bushmills.com Irish distillery
- www.wines.com Wine-related site
- www.ihf.ie Irish Hotels Federation

<table>
<thead>
<tr>
<th>Marketing Principles</th>
<th>5 ECTS</th>
<th>Banner Code: MARK 0139</th>
<th>CRN: 78225</th>
<th>Level 6</th>
<th>Assessment Method: EXAM</th>
</tr>
</thead>
</table>

**Description of Module / Aims**

Introduce students to the principles, concepts and theories that can be applied when marketing products and services in a hospitality and tourism context.

**Indicative Content**

- Introduction to Marketing: Definition of marketing, evolution of marketing, marketing orientations and the marketing concept.
- Hospitality Services Marketing: Explanation of services marketing, services characteristics, definition and classification of products and services, and service quality - A demonstration of the influence of the PLC Product Life Cycle when marketing products and services - Explanation and influence of destination marketing.
- Customer Behaviour, the Marketing Environment & Marketing Research.
- Pricing Strategy.
- Marketing Communications Mix.
- Social Media Marketing.

**Learning Outcomes**

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

1. Explain the concept of marketing and its impact on buyer behaviour in a hospitality and tourism context.
2. Compare and contrast the marketing of products and services in the hospitality Industry.
3. Discuss the environmental forces that need to be considered when making decisions with regards to marketing products and services.
4. Discuss role of price, and list avenues to market that may be applied when marketing hospitality products / services.
5. Identify and appraise the various Method of communication that may assist the promotion of hospitality products and services.
6. Describe the impact of social media on the hospitality industry.
7. Discuss the importance of market research information, the Method of gathering such data and the role of information in effective decision making.
8. Explain market segmentation, targeting and positioning their impact on a tourism and hospitality business.

**Essential Materials**

- "Failte Ireland." www.failteireland.ie
- "Irish Hospitality Institute." www.ihi.ie
- "Restaurant Association of Ireland." www.rai.ie
Introduction to Management

| 5 ECTS | Banner Code: MGTB 0119 | CRN: 78221 | Level 6 | Assessment Method: CA |

**Description of Module / Aims**
Introduce students to the fundamentals of management. The module will also provide an introduction to the business environment and the influence this has on managing tourism and hospitality organisations.

**Indicative Content**
- The nature of management in tourism and hospitality organisations, the management process, managerial roles and responsibilities
- The business environment, the general and task environments, environmental reasons for change, the influence of the environment on tourism and hospitality organisations
- The planning process, analysing external and internal tourism and hospitality environments, setting smart objectives, developing action plans and monitoring outcomes
- The nature of organizing, objectives and principles of organisational structure, span of control, tall and flat organisational structures
- Leadership, the meaning of leadership, leading versus managing, leadership functions, leadership in tourism and hospitality organisations
- The control process, the importance of control for tourism and hospitality organisations, establishing standards, measuring performance, comparing performance against standards, evaluating results and taking action

**Learning Outcomes**
*On successful completion of this module, a student will be able to:*
1. Explain the nature of management;
2. Describe the role of the tourism and hospitality manager;
3. Analyse external and internal tourism and hospitality environments using a variety of tools;
4. Outline the planning process in tourism and hospitality organisations;
5. Describe approaches to organisational structure;
6. Identify the importance of leadership in tourism and hospitality organisations;
7. Explain the control process in tourism and hospitality organisations.

**Essential Materials**
Supplementary Materials

## Module Listing for BA (Honours) in Hospitality Management

**Programme Code: WD_OHOSM_B**

### Year 1

<table>
<thead>
<tr>
<th>Semester 1 (Autumn)</th>
<th>Component Code</th>
<th>Semester 2 (Spring)</th>
<th>Component Code</th>
</tr>
</thead>
<tbody>
<tr>
<td>Basic Financial Accounting</td>
<td>ACCH 0005</td>
<td>Hospitality Financial Accounting</td>
<td>ACCH 0006</td>
</tr>
<tr>
<td>Applied Communications &amp; IT</td>
<td>COMH 0032</td>
<td>Applied Communications &amp; IT</td>
<td>COMH 0007</td>
</tr>
<tr>
<td>Food &amp; Beverage Service</td>
<td>HOSP 0028</td>
<td>Advanced Food &amp; Beverage Service</td>
<td>HOSP 0030</td>
</tr>
<tr>
<td>Introduction to Hospitality</td>
<td>HOSP 0029</td>
<td>Front Office &amp; Accommodation Operations</td>
<td>HOTL 0008</td>
</tr>
<tr>
<td>Introduction to Management</td>
<td>MGTH 0003</td>
<td>Management Studies</td>
<td>MGTH 0004</td>
</tr>
</tbody>
</table>

### Year 2

<table>
<thead>
<tr>
<th>Semester 3 (Autumn)</th>
<th>Component Code</th>
<th>Semester 4 (Spring)</th>
<th>Component Code</th>
</tr>
</thead>
<tbody>
<tr>
<td>Introduction to Management Accounting</td>
<td>ACCH 0019</td>
<td>Enterprise</td>
<td>ENTR 0023</td>
</tr>
<tr>
<td>Communication for Research</td>
<td>COMM 0021</td>
<td>Conference &amp; Event Management</td>
<td>HOSP 0032</td>
</tr>
<tr>
<td>Beverage Studies</td>
<td>HOSP 0031</td>
<td>Hospitality Law</td>
<td>LAWH 0026</td>
</tr>
<tr>
<td>Business Law</td>
<td>LAWH 0025</td>
<td>Hospitality Marketing</td>
<td>MARK 0071</td>
</tr>
</tbody>
</table>

### Year 3

<table>
<thead>
<tr>
<th>Semester 5 (Autumn)</th>
<th>Component Code</th>
<th>Semester 6 (Spring)</th>
<th>Component Code</th>
</tr>
</thead>
<tbody>
<tr>
<td>Research Method &amp; Statistics</td>
<td>RESA 0066</td>
<td>Nothing available</td>
<td></td>
</tr>
<tr>
<td>HRMB</td>
<td>HRMB 0091</td>
<td></td>
<td></td>
</tr>
<tr>
<td>International Hospitality &amp; Seminar Series</td>
<td>HOSP 0033</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Services Marketing</td>
<td>MARK 0072</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Revenue Management with HOTS</td>
<td>MGTH 0060</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

### Year 4

<table>
<thead>
<tr>
<th>Semester 7 (Autumn)</th>
<th>Component Code</th>
<th>Semester 8 (Spring)</th>
<th>Component Code</th>
</tr>
</thead>
<tbody>
<tr>
<td>Strategic Hospitality Finance</td>
<td>FINA 0037</td>
<td>E-Commerce &amp; Web-Authoring</td>
<td>COMP 0482</td>
</tr>
<tr>
<td>Human Resource Development &amp; Employment Relations</td>
<td>HRMB 0093</td>
<td>Dissertation</td>
<td>DISS 0022</td>
</tr>
<tr>
<td>Strategic Management</td>
<td>MGTH 0037</td>
<td>Strategic HRM</td>
<td>HRMB 0092</td>
</tr>
<tr>
<td>Websites &amp; E-Business for the Hospitality &amp; Tourism Industry <em>(NB: Codes for old Digital Marketing Strategy)</em></td>
<td>MARK 0175</td>
<td>Strategic Case Analysis</td>
<td>MGTH 0039</td>
</tr>
<tr>
<td>Applied Research</td>
<td>RESH 0008</td>
<td>Advanced Services Management</td>
<td>MGTH 0040</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Facilities and Asset Management</td>
<td>MGTH 0041</td>
</tr>
</tbody>
</table>

### Module Descriptors

| Basic Financial Accounting | 5 ECTS | Banner Code: ACCH 0005 | CRN: 16939 | Level 8 | Assessment Method: EXAM |

**Description of Module / Aims**

Develop knowledge and understanding of the techniques used to prepare year end financial statements, including necessary underlying records.

**Indicative Content**

- Recording business transactions
- Books of original entry
- Balancing double entry accounts
- Trial Balance
- Introduction to final accounts of sole traders
- Depreciation
- Accruals and prepayments
- Bad Debts
• Stakeholders, their information needs, the qualitative characteristics of financial information and the assumptions made when preparing financial statements

**Learning Outcomes**

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

1. Record business transactions to trial balance stage.
2. Prepare and complete books of original entry and ledgers.
3. Prepare basic financial accounts for sole traders including depreciation, accruals, prepayments and bad debts.
4. Demonstrate an understanding of the conceptual framework of accounting.

**Essential Materials**


**Supplementary Materials**

- Dyson, J R., Accounting for non-accounting students, Financial Times Pitman Publishing

---

**Applied Communications & IT**

<table>
<thead>
<tr>
<th>ECTS</th>
<th>Banner Code</th>
<th>CRN</th>
<th>Level</th>
<th>Assessment Method</th>
</tr>
</thead>
<tbody>
<tr>
<td>5</td>
<td>COMH 0032</td>
<td>80199</td>
<td>8</td>
<td>CA</td>
</tr>
</tbody>
</table>

**Description of Module / Aims**

Familiarise students with the demands of an oral presentation and to permit them to acquire the skills to prepare and deliver an oral presentation - including presentation at interview - effectively. Students will become familiar with how meetings are organised and conducted and will permit students to acquire the skills to chair and co-ordinate meetings effectively. Students will demonstrate an ability to create and edit a website in a professional looking manner.

**Indicative Content**

- Principles of Oral Communication
- Presentation preparation
- Presentation delivery: use of presentation software in applying communication theory to an oral presentation; slide design; using objects, clip art, screen transitions and animations
- Meetings: role and conduct
- Website design guidelines and practical application using Microsoft FrontPage
- The risks to computers and Method of minimising these.
- The Data Protection Act and ergonomics

**Learning Outcomes**

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

1. Understand the roles played at meetings and operate effectively within those roles
2. Prepare effectively for an interview
3. Identify the key elements involved in an oral presentation and demonstrate the ability to orally communicate information confidently, using technological supports effectively where appropriate
4. Assess his/her own presentation style and effectiveness
5. Understand the website development process and create a professional looking website
6. Understand the need for proper security measures and ergonomics when using IT in business as well as be confident of their own rights and the obligations of any party holding their personal information

**Essential Materials**


**Supplementary Materials**

Food & Beverage Service  5 ECTS  Banner Code: HOSP 0028  CRN: 84552  Level 6  Assessment Method: CA

**Description of Module / Aims**

To introduce the student to the theoretical and practical aspects of food and beverage supervision and enable them to operate effectively in the area of food and beverage service.

**Indicative Content**
- The Foodservice Industry
- Food and Beverage Service Areas and Equipment
- Menu and Beverage Lists
- Introduction to Wines
- Principles of Preparation and Service
- Sales Techniques in Food and Beverage Operations
- The Hazard Analysis Critical Control Point System (HACCP)
- Function Service
- Restaurant supervision
- Food and Beverage Control Procedures

**Learning Outcomes**

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

1. Apply effective food and beverage service techniques in a practical situation.
2. Assess the practical aspects of this module by means of completing a learning journal on their restaurant practical experience.
3. Demonstrate supervisory ability by supervising a team of students in the restaurant laboratory.
4. Identify the factors necessary for effective supervision in the areas of food and beverage.
5. Explain the control procedures necessary for effective food and beverage operations.

**Essential Materials**

**Supplementary Material(s)**
- Journals, periodicals, magazines such as the Hotel & Catering Review, the Hotel & Restaurant Times and the Caterer.
- Restaurant menus and beverage lists from various hotels and restaurants

Introduction to Hospitality  5 ECTS  Banner Code: HOSP 0029  CRN: 84556  Level 8  Assessment Method: EXAM

**Description of Module / Aims**

Introduce students to the various types of Hospitality Operations and to convey the importance of customer care and quality with regard to the Hospitality Industry.

**Indicative Content**
- Introduction to the Tourism and Hospitality sector
- Independent hotels and hotel chains
- Regulatory and representative bodies in Irish Tourism and Hospitality
- Method of classification and grading for Irish hotels
- Organisational structures
- The influences in the macro and micro environments on hospitality organisations
- The Hospitality product its development and innovation
- Quality and customer care in Hospitality
Learning Outcomes

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

1. Discuss the various sectors in Tourism and Hospitality and their organisational structures;
2. Demonstrate an in-depth knowledge of the regulatory and representative bodies involved in the Irish Hospitality Industry;
3. Apply the principles of quality and customer service to the hospitality product;
4. Assess the micro and macro environmental factors which influence Hospitality Operations;
5. Critique the various grading systems available for Irish Hospitality Operations.

Essential Materials


Supplementary Materials

- Journals, periodicals, magazines such as the Hotel & Catering Review, the Hotel & Restaurant Times, the Cornell Quarterly and the Caterer.
- Websites of both national and international independent hotels, hotel groups and other hospitality organisations.

Introduction to Management

| 5 ECTS | Banner Code: MGTH 0003 | CRN: 16834 | Level 6 | Assessment Method: CA |

Description of Module / Aims

Provide students with a fundamental knowledge of business, organisations and administration as a basis for managerial practice within the Hospitality and Tourism Sectors

Indicative Content

- Understanding Organisations and the role of management in the Tourism & Hospitality Sector.
- Historical development of management theory and its contribution to contemporary management practice.
- The Business environment and its influence on the management of organisations.
- Ethical considerations and the value of corporate and social responsibility when managing organisations.
- Understanding the nature of decision making and group decision making as a function of management.

Learning Outcomes

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

1. Outline and describe nature of Management in the Tourism & Hospitality Sector.
2. Identify the activities that constitute the roles of Management within Tourism & Hospitality Organisations.
3. Discuss the development of management theory and its influence on contemporary management practice.
4. Evaluate the influence of the business environment on Tourism & Hospitality Organisations.
5. Appreciate the issues surrounding corporate social responsibility and its influence on contemporary organisations.
6. Understanding the nature of decision making and group decision making as a function of management.

Essential Material


Supplementary Material


Hospitality Financial Accounting

| 5 ECTS | Banner Code: ACCH 0006 | CRN: 17180 | Level 6 | Assessment Method: EXAM |

Description of Module / Aims

Enable hospitality students to prepare, analyse, evaluate and communicate financial information and accounts.

Indicative Content

- Basic budgeting purpose of budgets, preparation of basic functional budgets;
- Cashflows difference between profit and cash, preparation of cashflow statements, management of cashflow in the Hospitality Industry;
- Annual report documents comprising the annual report, explanation of associated terminology and how to read the annual report;
- Financial analysis financial ratios (profitability, efficiency and liquidity), limitations of financial ratios, interpretation of ratios in the context of the Hospitality Industry;
- Overview of auditing and internal control purpose of auditing and internal control, role of the auditor, the audit report, basic internal controls applicable to the Hospitality Industry;
- Overview of income tax PAYE and PRSI, pay and file requirements of an employer;
- Overview of VAT calculation of VAT, deductible VAT expenses, VAT returns.

**Learning Outcomes**

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

1. Understand the role of basic budgeting in the Hospitality Industry;
2. Prepare basic cashflow statements;
3. Understand and explain the annual report of a business;
4. Perform basic analysis and interpretation of financial accounts;
5. Understand the role of auditing and internal control in a hospitality business;
6. Understand the income tax and VAT requirements for a business.

**Essential Material**


**Supplementary Materials**


---

**Applied Communications & IT**

| Applied Communications & IT | 5 ECTS | Banner Code: COMH 0007 | CRN: 16851 | Level 8 | Assessment Method: CA |

**Description of Module / Aims**

Familiarise students with the demands of an oral presentation and to permit them to acquire the skills to prepare and deliver an oral presentation - including presentation at interview - effectively. Students will become familiar with how meetings are organised and conducted and will permit students to acquire the skills to chair and co-ordinate meetings effectively. Students will demonstrate an ability to create and edit a website in a professional looking manner.

**Indicative Content**

- Principles of Oral Communication
- Presentation preparation
- Presentation delivery: use of presentation software in applying communication theory to an oral presentation; slide design; using objects, clip art, screen transitions and animations
- Meetings: role and conduct
- Website design guidelines and practical application using Microsoft FrontPage
- The risks to computers and Method of minimising these.
- The Data Protection Act and ergonomics

**Learning Outcomes**

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

1. Understand the roles played at meetings and operate effectively within those roles
2. Prepare effectively for an interview
3. Identify the key elements involved in an oral presentation and demonstrate the ability to orally communicate information confidently, using technological supports effectively where appropriate
4. Assess his/her own presentation style and effectiveness
5. Understand the website development process and create a professional looking website
6. Understand the need for proper security measures and ergonomics when using IT in business as well as be confident of their own rights and the obligations of any party holding their personal information

**Essential Materials**


**Supplementary Materials**

### Advanced Food & Beverage Service

<table>
<thead>
<tr>
<th>ECTS</th>
<th>Banner Code</th>
<th>CRN</th>
<th>Level</th>
<th>Assessment Method</th>
</tr>
</thead>
<tbody>
<tr>
<td>5</td>
<td>HOSP 0030</td>
<td>84560</td>
<td>8</td>
<td>CA</td>
</tr>
</tbody>
</table>

**Description of Module / Aims**

Enhance student’s practical experience within the environment of the Restaurant setting, while engaging in technical and interpersonal skills.

**Indicative Content**

**Staff attributes, skills and knowledge**
- Attributes of food and beverage service personnel
- Interpersonal Skills
- Health and Safety in the workplace
- HACCP

**The Menu, menu knowledge and accompaniments**
- Origin of the menu
- Classic menu sequence
- Influences on the menu
- Menu design
- Accompaniments

**Enhanced service techniques**
- Gueridon Service
- Introduction to Flambee
- Silver Service
- Napkin Folding

**Supervisory aspects of food and beverage service**
- Legal considerations
- Sales promotion
- Customer Relations
- Staffing organizing
- Food and beverage pricing
- Menu pricing considerations, break-even point
- Performance measures

**Learning Outcomes**

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

1. Demonstrate an advanced level of service for food service
2. Apply an understanding of the importance of health and safety in the workplace
3. Create restaurant menu’s accompanied by pricing
4. Identify the importance of costing in a restaurant setting and calculate basic hospitality costing principles.
5. Practice the techniques of Gueridon and In Room service
6. Recognize the role of the Restaurant supervisor and the responsibilities of such a role

**Essential and Supplementary Reading/Resources**
• Lillicrap, D. Cousins, J. (2010) Food and Beverage Service 8th Edition Hodder Education
• Journals, periodicals, magazines such as:
  o Hotel and Catering
  o Hotel Keeper
  o Hospitality Ireland

### Front Office & Accommodation Operations

<table>
<thead>
<tr>
<th>ECTS</th>
<th>Banner Code:</th>
<th>CRN:</th>
<th>Level</th>
<th>Assessment Method:</th>
</tr>
</thead>
<tbody>
<tr>
<td>5</td>
<td>HOTL 0008</td>
<td>17177</td>
<td>Level 8</td>
<td>CA</td>
</tr>
</tbody>
</table>

**Description of Module / Aims**

Allow students to examine the importance of the areas of both front office and accommodation operations, with a focus on quality and customer service.

**Indicative Content**

- The Rooms Division
- Organisational structures
- Management roles and staffing
- Communication
- Introduction to the Fidelio Property Management System
- Reservations
- Front desk
- Cashier
- Rooms management
- End of day report
- Accounting
- Benefits of computerised PMS
- Front Office Operations:
  - Customer service and standards
  - Reservations
  - Check-in
  - Front office accounting
  - Check-out
  - Guest history and sales opportunities at the front desk
  - Corporate and group sales
- Accommodation Operations
- Room interiors and trends in room design
- Standard operating procedures and work Method
- Contract services
- Environmental management
- Materials Management
- Safety and hygiene in accommodation operations

**Learning Outcomes**

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

1. Demonstrate an in-depth knowledge of the theory of both front office and accommodation management.
2. Utilise and incorporate information technology into the effective operation of the front office and accommodation areas.
3. Design effective systems and standard operating procedures for use in front office and accommodation operations.
4. Identify factors, which lead to quality service in these areas by utilising knowledge of effective service and customer relations.
5. Display the competence to operate in an operational capacity in an Accommodation Department. Interpret information to make effective decisions in the areas of front office and accommodation
6. Recognise the various traits and characteristics necessary for the effective management of both the front office and accommodation areas
7. Support decision making with research on subjects related to the areas of front office and accommodation.

**Essential Materials**

**Supplementary Materials**

---

**Management Studies** 5 ECTS  |  Banner Code: MGTH 0004  |  CRN: 17179  |  Level 6  |  Assessment Method: EXAM

**Description of Module / Aims**
Provide students with the knowledge and competencies required for management within the tourism & hospitality sector.

**Indicative Content**
- The Planning Process
- Resource analysis – organisational strengths and weaknesses
- Organisational structure and design
- The nature of leadership in the Hospitality Industry
- Motivation in the workplace
- Fundamentals of control
- Quality and its influence on Tourism & Hospitality Organisations

**Learning Outcomes**
*On successful completion of this module, a student will be able to:*
1. Outline and describe the nature of the planning process and the impact of individuals and groups on this process
2. Evaluate the importance of resources and their influence on hospitality organisations
3. Discuss the Method of organisational structure, design, innovation and change in successful hospitality organisations
4. Evaluate the nature and role of leadership and motivation in hospitality organisations
5. Analyse the elements of control and their importance to organisations
6. Discuss the importance of quality in the hospitality sector

**Essential Material**

**Supplementary Material**

---

**Introduction to Management Accounting** 5 ECTS  |  Banner Code: ACCH 0019  |  CRN: 84625  |  Level 8  |  Assessment Method: EXAM

**Description of Module / Aims**
Introduce hospitality students to the fundamentals of management accounting and to be familiar with management accounting principles and techniques.

**Indicative Content**
- Introduction to cost accounting;
- Materials, valuation such as FIFO, LIFO and WACC, purchasing procedures;
- The importance of labour-costing and remuneration;
- The treatments of overheads in a hospitality environment. The traditional approach and ABC approach;
- Pricing Method in relation to hospitality management.

**Learning Outcomes**
*On successful completion of this module, a student will be able to:*
1. Understand basic management accounting principles, concepts and rules;
2. Introduction to management accounting (elements and nature of costs);
3. Application of materials including purchasing procedures and materials evaluation;
4. Labour costs and different remuneration policies;
5. The treatment of overheads which are applicable to hospitality management;
6. Pricing approaches i.e. hotel room pricing and restaurant pricing etc.

**Essential Material**
- O’Donoghue, D., Luby, A., Hospitality Management Accounting for Hospitality, Tourism and Retail, Blackhall Publishing 2006

**Supplementary Materials**
- Jagels, M., Hospitality Management Accounting, (Wiley, 2001)

### Communication for Research

**Description of Module / Aims**
Introduce students to the practice of research and to the communication challenges involved in the research process.

**Indicative Content**
- The nature of academic debate and argument
- Gathering evidence, critiquing evidence, selecting evidence
- Thesis development
- Referencing styles and practice
- Ethics and research
- Tone and register
- The academic essay: construction, critique

**Learning Outcomes**
*On successful completion of this module, a student will be able to:*
1. Participate actively in an academic debate by adopting a critically sound position in that debate
2. Choose appropriate evidence to support that position and demonstrate an awareness of rival positions
3. Demonstrate a knowledge of a variety of referencing styles and apply one nominated style
4. Write an academically essay in the appropriate tone and register and outline ways in which the an essays position may be critiqued
5. Demonstrate an understanding of the ethical issues surrounding research

**Essential Materials**

**Supplementary Materials**

### Beverage Studies

**Description of Module / Aims**
Equip learners with the knowledge and competence required to manage a range of beverage operations and service styles

**Indicative Content**
- The Current and Future Landscape of Beverage
- Beverage Terminology
- Beverage Technical Knowledge Skills
- Beverage Maintenance
- Beverage Policy Implementation- (RSA)
- Beverage Budgeting Cost Control
- The Methodology of Operational Beverage Control Systems
- Pricing for the Beverage Industry
- Beverage Menu Engineering/Planning and Design
- Beverage Mixology and Molecular Mixology
- ICT/Manage Information Systems in Beverage Service

**Learning Outcomes**

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

1. Comprehend the current and future environment of the beverage industry
2. Apply coherent technical principles associated with beverage operations
3. Demonstrate a knowledge of beverage law and regulation
4. Illustrate the importance of understanding operational beverage budget and control systems
5. Exhibit a competence to integrate different pricing approaches to Menu Engineering
6. Describe the importance of ICT systems for the beverage industry

**Essential and Supplementary Reading/Resources**


<table>
<thead>
<tr>
<th>Business Law</th>
<th>5 ECTS</th>
<th>Banner Code: LAWH 0025</th>
<th>CRN: 65014</th>
<th>Level 8</th>
<th>Assessment Method: CA</th>
</tr>
</thead>
</table>

**Description of Module / Aims**

Provide students with legal knowledge and skills that can be applied in the management of hospitality operations with regard to the relevant aspects of business law.

**Indicative Content**

- Function & Sources of Law.
- Contract: nature, offer & acceptance, intention to create legal relations, terms, form, mistake, misrepresentation, duress, undue influence, illegal contracts, contracts contrary to public policy contracts, capacity, discharge, and remedies.
- Employment Law: contracts of employment, common law duties of employers/employees, termination of contracts of employment.
- Basic introduction to statutory interpretation techniques and basic introduction to legal research.

**Learning Outcomes**

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

1. Demonstrate a sound knowledge and understanding of the fundamental principles of contract law.
2. Demonstrate a sound knowledge and understanding of the fundamental principles concerning the common law duties of an employer and an employee.
3. Demonstrate a sound knowledge and understanding of the fundamental provisions of the protective legislation for employees and the ability to do basic research to update knowledge as required.

**Essential Materials**

- [www.acts.ie](http://www.acts.ie)
- [www.irlli.ie](http://www.irlli.ie)
- Keenan (2008), Business Law, Dublin: Gill & Macmillan

**Supplementary Materials**

**Introduction to Marketing**

| 5 ECTS | Banner Code: MARK 0070 | CRN: 65013 | Level 8 | Assessment Method: EXAM |

**Description of Module / Aims**
Introduce students to the concept, theories and practices of marketing in the hospitality industry, focusing in particular on the marketing process and market analysis.

**Indicative Content**
- Introduction to Marketing
- Definitions and evolution of marketing
- Core concepts of marketing
- Marketing Mix
- Service Classifications
- Service Characteristics
- Market Policies

**Learning Outcomes**
*On successful completion of this module, a student will be able to:*
1. Discuss the role of marketing in the hospitality organisation
2. Organise
3. Identify and discuss the factors necessary for effective marketing planning
4. Outline the environmental forces that affect the company’s ability to serve the market
5. Describe the steps and compare the tools involved in the marketing research process
6. Comprehend the impact of buyer behaviour in the marketing decision
7. Evaluate market segmentation, targeting and positioning

**Essential Material**

**Supplementary Material**

---

**Enterprise**

| 5 ECTS | Banner Code: ENTR 0023 | CRN: 80215 | Level 8 | Assessment Method: CA |

**Description of Module / Aims**
Give students the knowledge and skills required to develop entrepreneurial ventures in the hospitality sector.

**Indicative Content**
- The nature of entrepreneurship and entrepreneurial ventures
- The entrepreneurial process – creativity and business opportunity
- Developing and testing business concepts
- Financing entrepreneurial ventures
- Strategies for growth and development
- Managing and organising for Growth and development
- Entrepreneurial leadership and business ethics

**Learning Outcomes**
*On successful completion of this module, a student will be able to:*
1. Understand the nature of entrepreneurship and the characteristics of entrepreneurial ventures
2. Employ creative and analytical skills to generate and evaluate entrepreneurial business concepts
3. Identify and evaluate financing opportunities for new business ventures
4. Be able to integrate previous management, marketing and operational knowledge in a coherent way to formulate effective strategic policy
5. Understand the skills and analytical tools necessary to evaluate and make strategic choices.
6. Recognise the skills and knowledge required to lead and manage an entrepreneurial venture
7. To recognise the importance of leadership and business ethics in the management of entrepreneurial ventures

**Essential Materials**

**Supplementary Materials**

<table>
<thead>
<tr>
<th>Conference &amp; Event Management</th>
<th>5 ECTS</th>
<th>Banner Code: HOSP 0032</th>
<th>CRN: 84629</th>
<th>Level 7</th>
<th>Assessment Method: CA</th>
</tr>
</thead>
</table>

**Description of Module / Aims**
Introduce students to the conference and event management industry. It will equip them with a variety of technical and practical skills necessary to carry out various conference and event management tasks.

**Indicative Content**
- Introduction to meetings, exhibitions, events, festivals and conventions
- Principles of project management and event programme planning
- Event marketing and social media
- Meetings and event technologies
- Event Finance
- Sustainable events and green meetings
- The wedding experience
- Conference and banqueting trend analysis
- Legal considerations; licenses, permits and contracts
- Health, safety and risk management

**Learning Outcomes**
*On successful completion of this module, a student will be able to:*
1. Demonstrate an understanding of the role and purpose of meetings, exhibitions, events, festivals and conventions.
2. Identify critical issues pertaining to the planning and implementation of meetings, exhibitions, events, festivals and conventions.
3. Demonstrate the ability to apply relevant event management theories and practices.
4. Apply relevant legal and health and safety considerations in an events context.
5. Analyse and critically evaluate individual and team performance in event planning and execution exercise.
6. Create, manage and review a unique team event.

**Essential Materials**
- "Eventbrite." [https://www.eventbrite.ie](https://www.eventbrite.ie)

**Supplementary Materials**

<table>
<thead>
<tr>
<th>Hospitality Law</th>
<th>5 ECTS</th>
<th>Banner Code: LAWH 0026</th>
<th>CRN: 65020</th>
<th>Level 8</th>
<th>Assessment Method: CA</th>
</tr>
</thead>
</table>

**Description of Module / Aims**
Provide students with legal knowledge and skills that can be applied in the management of hospitality operations with regard to the specific duties that arise under tort law, hospitality law and liquor licensing law.

**Indicative Content**
- Tort Law relevant to the operation of the Hospitality Industry.
- Hotel and Accommodation Legislation
- Food Legislation
- Consumer Protection Legislation
- Liquor Licensing Law including licensing regulations and the Intoxicating Liquor Acts
- Fire Safety Legislation

**Learning Outcomes**

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

1. Demonstrate a sound knowledge and understanding of the fundamental principles of tort law often encountered in managing a hospitality enterprise.
2. Demonstrate a sound knowledge and understanding of the liquor licensing requirements and legislation setting forth the duties of a manager/operator of a hospitality enterprise.
3. Demonstrate an ability to do basic research to update licensing requirements and legislation setting forth the duties of a manager/operator of a hospitality enterprise as required.

**Essential Materials**

- [www.acts.ie](http://www.acts.ie)
- [www.irlli.ie](http://www.irlli.ie)

**Supplementary Materials**


**Hospitality Marketing**

<table>
<thead>
<tr>
<th>ECTS</th>
<th>Banner Code: MARK 0071</th>
<th>CRN: 65018</th>
<th>Level 8</th>
<th>Assessment Method: CA</th>
</tr>
</thead>
</table>

**Description of Module / Aims**

Introduce students to the concept, theories and practices of marketing in the hospitality industry, focusing in particular on the marketing mix.

**Indicative Content**

- Product Strategy
- Product classifications
- Branding
- New product development and product life cycle strategies
- Pricing Strategy
- Pricing considerations and approaches
- Pricing strategies
- Promotion Strategy
- Advertising, sales promotion, personal selling and public relations
- Other promotional tools
- Integrated marketing communications strategy
- Distribution Strategy
- The nature of distribution channels
- Channel strategy and channel management
- Integrated Marketing Mix
- Combining the 4Ps

**Learning Outcomes**

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

1. Demonstrate an understanding of the concepts of product and branding;
2. Evaluate the concepts of the product life cycle and the new product development process;
3. Illustrate the possible pricing strategies and apply them appropriately;
4. Evaluate each of the promotional tools and comprehend integrated marketing communications;
5. Identify and discuss the factors pertaining to functions and types of channels of distribution and the components of channel strategy.

**Essential Material**

Supplementary Materials

Research Method & Statistics
5 ECTS
Banner Code: RESA 0066
CRN: 65022
Level 8
Assessment Method: CA

Description of Module / Aims
Introduce students to the elements of statistical research.

Indicative Content
• Stages of the Research Process;
• Primary and secondary sources of information;
• Case and survey research;
• Design of data collection instruments;
• Validity and Reliability;
• Data analysis using statistical software
• Data input, coding, types of variable, analytical and graphical Method for each type of variable;
• Bivariate analysis (categorised data analysis, correlation and regression);
• Introduction to statistical inference.

Learning Outcomes
On successful completion of this module, a student will be able to:
1. Understand the stages and activities required for a research project
2. Identify an appropriate research topic and present individual research objectives as part of a formal research proposal
3. Develop a data collection instrument.
4. Analyse data using statistical Method, interpret and report the results.

Essential Materials

Supplementary Materials
• Ó Rathaille, M., Statistical notes – vle.wit.ie

HRMB
5 ECTS
Banner Code: HRMB 0091
CRN: 80227
Level 8
Assessment Method: EXAM

Description of Module / Aims
Introduce the student to Human Resource Management, concentrating on effective HR planning, employee recruitment and selection and international trends in respect of hospitality organisations.

Indicative Content
• Introduction to Human Resource Management
• The historical development of HRM and environmental influences
• The role of the HR Manager
• Human Resource Planning
• Recruitment
• Selection
• Managing diversity
• International trends in HRM

Learning Outcomes
On successful completion of this module, a student will be able to:
1. Evaluate the importance of human resource management as a major management function within hospitality organisations.
2. Outline the contribution that a range of HRM activities can make to the performance of hospitality organisations.
3. Apply appropriate problem solving techniques to human resource management issues.
4. Differentiate between personnel management and human resource management.
5. Discuss the complexity of factors involved in HR planning.
6. Propose Method of effective employee recruitment for hospitality organisations.
7. Examine and critique the various selection Method used by hospitality organisations.
8. Outline the importance of diversity management within hospitality organisations.
9. Discuss international HR Trends

Essential Materials

Supplementary Materials

International Hospitality & Seminar Series

<table>
<thead>
<tr>
<th>ECTS</th>
<th>Banner Code</th>
<th>CRN</th>
<th>Level</th>
<th>Assessment Method</th>
</tr>
</thead>
<tbody>
<tr>
<td>5</td>
<td>HOSP 0033</td>
<td>84633</td>
<td>8</td>
<td>CA</td>
</tr>
</tbody>
</table>

Description of Module / Aims
Equip students with the techniques and knowledge required to evaluate contemporary business challenges, communicate findings and generate solutions.

Indicative Content
- Understanding research & the process of knowledge generation
- Selecting an Appropriate Topic & Generating research direction
- Gathering evidence, critiquing evidence, selecting evidence
- Presenting Research findings
- Interpretation and Discussion of research finding
- Time Management and organisational skills
- Research Ethics

Learning Outcomes
On successful completion of this module, a student will be able to:
1. Have a broad understanding of the primary challenges facing the international tourism & hospitality sector
2. Appraise contemporary business challenges and be able to formulate a research question(s) in preparation for their research.
3. Identify and access appropriate academic & business sources to support their research
4. Critically evaluate evidence to address identified knowledge gaps.
5. Demonstrate a competence in self-directed learning, time management and the organisation skills necessary for the completion of a research project
6. Be capable of communicating and defending a research findings

Essential Material

Supplementary Materials
Services Marketing | 5 ECTS | Banner Code: MARK 0072 | CRN: 65026 | Level 8 | Assessment Method: EXAM

Description of Module / Aims
Enable students to apply the concepts of Services Marketing to different service organisations. The focus of this module is to determine how the process of marketing intangible services is differentiated from the marketing of tangible products. This module will also cover the areas of Customer Care, Database Marketing and Service Demand Management.

Indicative Content
- Introduction to Services, Service Characteristics, Service Classification, Service Design & Flowcharting
- Services Marketing Mix, Services Pricing, Service Demand management, Service Distribution & technology, Database Marketing
- Managing the Service Process, Service strategy, Relationship Marketing, Internal Marking, Customer Care, People, processes & client service, International services marketing

Learning Outcomes
On successful completion of this module, a student will be able to:
1. Demonstrate an understanding of the concepts, theories & practices involved in services marketing
2. Apply marketing activities involved in market analysis, relationship marketing & the marketing planning process in a services marketing context
3. Illustrate the role & impact of internal marketing in the marketing of services
4. Analyse the areas of Customer Care and Service Quality
5. Apply the elements of the services marketing mix to different service industries

Essential Material
- Palmer, A., Principles of Services Marketing, 4th Edition

Supplementary Materials
- Fisk, Grove and John, 2005, Interactive Services Marketing
- Harrison, T., 2000, Services Marketing, 3rd Edition
- Zeithaml, V., and Bitner, M., 2003, Managing Services Marketing

Revenue Management
with HOTS | 5 ECTS | Banner Code: MGTKH 0060 | CRN: 80223 | Level 8 | Assessment Method: CA

Description of Module / Aims
Equip students with the skills and knowledge necessary to maximise revenue in hospitality businesses.

Indicative Content
- The objectives of Revenue Management
- Development of Revenue management
- Capacity & Demand Management
- Market Segmentation and Analysis
- Economic principles and demand forecasting
- Dynamic value based pricing
- Revenue Management IT
- Implementing Revenue Management
- Legal and ethical issues
- Customer knowledge and behaviour
- HOTS

Learning Outcomes
On successful completion of this module, a student will be able to:
1. Identify the objectives and techniques used in Revenue management
2. Appraise the range of techniques used to price hospitality products and services
3. Explain the Method of capacity and demand management suited to the hospitality sector
4. Integrate previous management, marketing and operational knowledge in a coherent way to formulate effective revenue management strategies
5. Recognise the importance of ethics and customer care in the design and delivery revenue management strategies
6. Integrate revenue management theories with large hotel training simulation package HOTS
Essential Material

Supplementary Materials
- Cornell Hotel and Restaurant Administration Quarterly.
- International Journal of Contemporary Hospitality Management.
- Progress in Hospitality and Tourism Research.

Strategic Hospitality
Finance
5 ECTS
Banner Code: FINA 0037
CRN: 65031
Level 8
Assessment Method: EXAM

Description of Module / Aims
Introduce hospitality students to strategic analysis investment decisions and strategic appraisal of performance.

Indicative Content
- Investment decision techniques
- Net present value
- Internal rate of return
- Payback
- Accounting rate of return
- Capital Markets
- Stock Markets
- Venture Capital
- Taxation
- Overview of Corporation Tax
- Capital Allowances
- Reliefs available to the hospitality and tourism industry;
- The effect of taxation on the investment decision
- Performance Measurement
- Development of performance measurement systems and controls;
- Profit planning
- Strategic Profit Performance
- Information and the link to strategy
- Interpret performance information
- Build and interpret a balanced scorecard

Learning Outcomes
On successful completion of this module, a student will be able to:
1. Apply investment appraisal techniques to real world scenarios;
2. Discuss the impact of taxation on investment;
3. Development and apply strategic performance measurement tools;
4. Explain the link between measurement and strategy.

Essential Materials

Supplementary Materials
- Institute of Taxation in Ireland, Taxation Summary (for relevant tax year); relevant; (Institute of Taxation: Dublin, relevant)

Description of Module / Aims
Provide students with an insight into human resource development and employee relations within hospitality organisations. The emphasis of this module is to highlight the strategic nature of HRD and how it can contribute to growth and competitiveness in an organisational and national context.

Indicative Content
- National Human Resource Development
- Employee Training and Development
- Leadership Development and Management Development
- Career Planning and Development
- Frameworks for Managing Learning, Training and Development Within Organisations
- Reward Management
- Performance Management and Appraisal
- Grievance and Disciplinary Handling
- Employee Relations Framework

Learning Outcomes
On successful completion of this module, a student will be able to:
1. Display an awareness of the practical application of HRM theory to hospitality workplaces.
2. Assess the contribution that a range of HRM activities can make to organisational strategy.
3. Diagnose and propose solutions to human resource management issues.
4. Recognise the contribution that HRD can make to individual performance, organisational competitiveness and economic growth.
5. Assess key human resource development issues facing hospitality organisations.
6. Recognise the need for continuous professional development.
7. Contrast various Method of appraising employees within hospitality companies.
8. Analyse and evaluate the main monetary and non-monetary components of remuneration.
9. Display knowledge of employee relations issues within hospitality workplaces.

Essential Material

Supplementary Materials
- Journals, periodicals, newspapers, magazines such as Hotel and Catering Review, Hotel and Restaurant Times, Personnel Management, International Journal of Contemporary Hospitality Management, Cornell Hotel and Restaurant Administration Quarterly, Failte Ireland Reports.

Strategic Management | 5 ECTS | Banner Code: MGTH 0037 | CRN: 65032 | Level 8 | Assessment Method: EXAM

Description of Module / Aims
Enable students to understand the concepts and tools of strategic management and to develop the skills necessary for strategic thinking.

**Indicative Content**
- The Nature and Context of Strategic Planning
- Strategic Mgt. Process – An Overview
- Establishing Strategic Direction
- Strategic analysis
- Strategic Choices and Direction Setting
- Strategy Implementation and resource allocation
- Competing in Global Markets
- Management of Change and Innovation
- Business ethics and Corporate Social responsibility

**Learning Outcomes**

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

1. Appreciate the dynamic nature of the Hospitality business environment and discuss the importance of strategic planning to sustainable competitive advantage
2. Be able to integrate previous management, marketing and operational knowledge in a coherent way to formulate effective strategic policy
3. Explain and demonstrate the skills and analytical tools necessary to evaluate and make strategic choices.
4. Demonstrate the theoretical knowledge of how to communicate, lead and implement strategic change.
5. Recognise and appraise the challenges of the global marketplace with particular reference to the global hospitality sector.
6. Discuss the importance of ethics and social responsibility when making strategic choices

**Essential Materials**

**Supplementary Materials**
- O’Connor, C., Hospitality Management; A strategic Approach (Blackhall 2002).

**Websites & E-Business for the Hospitality & Tourism Industry**

<table>
<thead>
<tr>
<th>ECTS</th>
<th>Banner Code</th>
<th>CRN</th>
<th>Level</th>
<th>Assessment Method</th>
</tr>
</thead>
<tbody>
<tr>
<td>5</td>
<td>MARK 0175</td>
<td>88462</td>
<td>8</td>
<td>CA</td>
</tr>
</tbody>
</table>

*NB: The codes here are for the old module: Digital Marketing Strategy*

**Description of Module / Aims**

This module aims through theory and practical work allow the student to develop an understanding of the role played and the opportunities presented by technology in the Hospitality & Tourism industry, along with demonstrating a basic knowledge in using website application packages.

**Indicative Content**
- Introduction to E-Business in the Hospitality & Tourism industry: characteristics & elements of an e-business solution; inhibitors of e-business; the role and challenges of e-business; classification of e-business models; the e-marketplace.
- Enterprise Applications & Business Process Integration in a Hospitality & Tourism Business: enterprise systems (ERP); supply chain management (SCM) systems; customer relationship management (CRM) systems; enterprise integration trends.
- Ethics & Social Issues of E-business in a Hospitality & Tourism Business: ethical and social issues related to systems; ethics in an information society; the moral dimension of systems usage in Hospitality and Tourism i.e. information rights; property rights; accountability, liability & control; systems quality.
- Websites: design & development of photos for websites using Photoshop; creation of animation and multimedia software using Flash for the development of a website in the Hospitality & Tourism Industry.

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

1. Evaluate and understand the importance of e-business in the hospitality and tourism industry.
2. Assess the different business models available for the hospitality and tourism industry.
3. Discuss the importance of enterprise applications for business integration throughout a hospitality and tourism business.
4. Evaluate the importance of social and ethical issues to using systems in a hospitality and tourism business.
5. Design and develop multimedia for websites using Photoshop and Flash application packages.

Essential Materials
- Supplementary Reading List
- Hospitality Technology Next Generation: www.htng.org
- Hospitality Technology Magazine: www.htmagazine.com
- Hospitality Trends: www.htrends.com
- Internet Security: www.makeITsecure.org
- Microsoft: http://office.microsoft.com
- Hospitality e-news: www.hospitalityenews.com

<table>
<thead>
<tr>
<th>Applied Research</th>
<th>5 ECTS</th>
<th>Banner Code: RESH 0008</th>
<th>CRN: 65029</th>
<th>Level 8</th>
<th>Assessment Method: CA</th>
</tr>
</thead>
</table>

Description of Module / Aims
Equip students with the techniques and knowledge required to conduct a literature review as part of a larger research dissertation.

Indicative Content
- Review of the Research Process
- Selecting an Appropriate Topic
- Generating research objectives and hypotheses
- Sourcing and referencing Literature
- Choosing research methodology
- Time Management and organisational skills
- Research Ethics

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

1. Apply the stages and process of completing a research dissertation
2. Have chosen a research topic and be able to complete a series of research questions in preparation for their research dissertation.
3. Have identified and accessed appropriate sources of literature compile a literature review
4. Identify of the various types of research strategies and research design.
5. Be able to select an appropriate research method to address identified research objectives.
6. Demonstrate a competence in self-directed learning, time management and the organisation skills necessary for the completion of a research dissertation.

Essential Materials

Supplementary Materials
**E-Commerce & Web-Authoring**

5 ECTS  
Banner Code: COMP 0482  
CRN: 84641  
Level 8  
Assessment Method: CA

**Description of Module / Aims**

Through theory and practical work, allow the student to develop an understanding of the role played and opportunities presented by technology in business today along with demonstrating proficiency and confidence in web authoring packages.

**Indicative Content**

- Impact of E-Business: identify areas of legal concern for E-Business; outline the social impact of E-Business; describe the potential economic impact of E-Business
- Network Security: identify potential threats; describe techniques used to combat these threats.
- Telecommunications, Networks and the Internet: Assess the role of the Internet and the World Wide Web in a firm’s IT infrastructure; identify and describe the most important tools of communication and E-Business
- Web authoring: acquire the necessary skills to design, develop and maintain a Website using Adobe Dreamweaver

**Learning Outcomes**

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

1. Evaluate the potential social, legal and economic impact of E-Business
2. Analyse the importance of network security to E-Business activity
3. Analyse the importance of telecommunication technologies in the digital firm
4. Design, develop and maintain a Website

**Essential Materials**


**Supplementary Materials**


**Dissertation**

5 ECTS  
Banner Code: DISS 0022  
CRN: 65036  
Level 8  
Assessment Method: CA

**Description of Module / Aims**

The aim of this module is to enable students to prepare and submit a research dissertation.

**Indicative Content**

- Implementing research methodology
- Correlating data
- Presenting Research findings
- Interpretation and Discussion of research finding
- Formal writing techniques for research dissertations
- Guidelines for Presentation of research dissertation

**Learning Outcomes**

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

1. Be able to prepare a research plan and effectively execute chosen research methodology
2. Recognise the importance of recording and correlating information in a structured format.
3. Compile and Appraise research data
4. Be competent in the areas of presenting and discussing findings in an analytical manner.
5. Have prepared and delivered a dissertation that will contribute to knowledge in a specific area, to the required standard.
6. Have shown competence in self-directed learning, time management and the organisation skills necessary for the completion of a research dissertation

**Essential Materials**


**Supplementary Materials**

• Kane, E., Doing Your Own Research, (Marion Boyars Publishers: Great Britain, 1987).

Strategic HRM 5 ECTS  Banner Code: HRMB 0092  CRN: 80243  Level 8  Assessment Method: EXAM

Description of Module / Aims
Provide an advanced and integrated understanding of the contribution of Human Resource Management to organisational strategy with particular reference to the tourism and hospitality sector.

Indicative Content
• The relationship between organisational strategy and HR strategy, the influence of external and internal contexts
• Theoretical models of Strategic HR Harvard, Warwick, Michigan, Guest, Contingency, Resource Based View etc.
• HR practice and organisational performance - the research base and illustrative examples including quality management implementation and international HRM
• Factors influencing the role of the HR practitioner in organisational strategy development, implementation and evaluation
• The HR implications of various strategic scenarios

Learning Outcomes
On successful completion of this module, a student will be able to:
1. Critically evaluate the key theoretical models of Strategic HRM
2. Assess and critically reflect on how the various HR activities can be integrated together to create a more strategic approach to HRM
3. Analyse the relationship between organisational performance and human resource management practice
4. Assess the various roles of the HR practitioner in strategy development, implementation and evaluation
5. Appraise, analyse and interpret possible HR responses to a range of strategic scenarios
6. Evaluate current SHRM challenges facing the tourism and hospitality industry

Essential Materials

Supplementary Materials

Strategic Case Analysis 5 ECTS  Banner Code: MGTH 0039  CRN: 65038  Level 8  Assessment Method: CA

Description of Module / Aims
Enable students to integrate previous theoretical knowledge and apply this knowledge to case studies using problem based learning techniques

Learning Outcomes
On successful completion of this module, a student will be able to:
1. Be able to integrate previous management, marketing and operational knowledge in a coherent way to formulate effective strategic policy
2. Demonstrate the skills and analytical tools necessary to evaluate and make strategic choices.
3. Recognise and appraise the challenges of the global marketplace

**Essential Materials**

**Supplementary Materials**

<table>
<thead>
<tr>
<th>Advanced Services Management</th>
<th>5 ECTS</th>
<th>Banner Code: MGTH 0040</th>
<th>CRN: 65040</th>
<th>Level 8</th>
<th>Assessment Method: EXAM</th>
</tr>
</thead>
</table>

**Description of Module / Aims**
Enable students to manage service operations in a holistic manner that focuses on Service Experience, Customer Value and Operating Excellence.

**Indicative Content**
- Characteristics of Services operations; Management Paradigms in Services
- Developing Service Concepts and Service Strategies
- Service process; design and management
- Service Innovation
- Managing Servescapes and Service Experiences
- Managing Service Partnerships
- Measuring and Managing service performance
- Service Excellence

**Learning Outcomes**
On successful completion of this module, a student will be able to:
1. Recognise the importance of a holistic approach to the management of service delivery.
2. Demonstrate an ability to integrate all of the key areas of services management, in such a way that contributes to the attainment of best international practice and competitive advantage
3. Discuss the tools and techniques required for effective performance management and service excellence
4. Discuss how to implement change initiatives with a view to improving service quality and delivery.
5. Recognise the emerging trends and theories associated with international service delivery, with particular reference to the tourism and hospitality sectors.

**Essential Material**

**Supplementary Materials**

<table>
<thead>
<tr>
<th>Facilities and Asset Management</th>
<th>5 ECTS</th>
<th>Banner Code: MGTH 0041</th>
<th>CRN: 65041</th>
<th>Level 8</th>
<th>Assessment Method: EXAM</th>
</tr>
</thead>
</table>

**Description of Module / Aims**
The aim of this module is to equip students with the knowledge and techniques required for effective management of hospitality and tourism facilities and assets.

**Indicative Content**
- Evolution of Facilities Management
- Scope of Facilities Management
- Facilities Management and the Service Experience
- Designing Tourism and Hospitality Facilities
- Facilities Development Strategy and Brand Management
- Asset Management
- Property Management Options
- Valuation Techniques for Tourism and Hospitality properties
• Auditing Facility Performance
• Challenges and the Future of Facilities Management in the Tourism and Hospitality Industry

Learning Outcomes

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

1. Demonstrate and understanding of the evolution and scope of Facilities Management in the Tourism and Hospitality Industry
2. Recognise the importance of design by utilising knowledge of the Servicescapes within Tourism and Hospitality work-places
3. Illustrate the role and impact of Facilities Management on branding strategy
4. Recognise the importance of asset management in Facilities Management
5. Contrast various Method of property valuation
6. Display the competence to measure a facilities performance in a coherent way to formulate effective
7. Develop an informed perspective on the challenges and future directions of Branding within the Tourism and Hospitality Industries

Essential Materials

Module Listing for Higher Certificate in Arts Culinary Arts
Programme Code: WD_HCULA_C

<table>
<thead>
<tr>
<th>Year 1</th>
<th>Semester 1 (Autumn)</th>
<th>Component Code</th>
<th>Component Code</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Information Technology</td>
<td>COMP 0353</td>
<td>Communications</td>
</tr>
<tr>
<td></td>
<td>Culinary Skills 1.1</td>
<td>CULI 0001</td>
<td>Culinary Operations 1.2</td>
</tr>
<tr>
<td></td>
<td>Culinary Operations 1.1</td>
<td>CULI 0002</td>
<td>Culinary Skills 1.2</td>
</tr>
<tr>
<td></td>
<td>Pastry 1.1</td>
<td>CULI 0003</td>
<td>Pastry 1.2</td>
</tr>
<tr>
<td></td>
<td>Food Safety &amp; Culinary Science</td>
<td>FOOD 0002</td>
<td>Nutrition</td>
</tr>
<tr>
<td></td>
<td>Learning to Learn</td>
<td>LEAR 0036</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Year 2</th>
<th>Semester 3 (Autumn)</th>
<th>Component Code</th>
<th>Component Code</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Essentials of Business 2.1</td>
<td>BUSS 0048</td>
<td>Essentials of Business 2.2</td>
</tr>
<tr>
<td></td>
<td>Culinary Skills 2.1</td>
<td>CULI 0009</td>
<td>Restaurant Service</td>
</tr>
<tr>
<td></td>
<td>Global Cuisine</td>
<td>CULI 0010</td>
<td>Culinary Skills 2.2</td>
</tr>
<tr>
<td></td>
<td>Pastry 2.1</td>
<td>CULI 0011</td>
<td>Pastry 2.2</td>
</tr>
<tr>
<td></td>
<td>Gastronomy</td>
<td>CULI 0012</td>
<td>Buffet Presentations</td>
</tr>
<tr>
<td></td>
<td>Applied Culinary Science</td>
<td>CULI 0017</td>
<td>Classical &amp; Contemporary</td>
</tr>
</tbody>
</table>

Module Descriptors

Information Technology
- Banner Code: COMP 0353
- CRN: 78418
- Level: 6
- Assessment Method: CA

Description of Module / Aims
Introduce the student to the fundamentals of information technology (word, excel, PowerPoint, email and Moodle/WebCT) by means of both theoretical elements and practical applications.

Indicative Content
- Word processing: introduction to the principles of formal documents preparation and designs
- Spreadsheet creation: basic mathematical principles as they applied to business
- Presentation packages: how to prepare and deliver an effective presentation
- File management techniques and strategies
- Use of college emails and WebCT applications such as Moodle for collaboration and communication

Learning Outcomes
On successful completion of this module, a student will be able to:
1. Create spreadsheet modules using MS Excel or equivalent relevant to the operations of a hotel / leisure business using basic mathematical techniques and spreadsheet functions.
2. Prepare formal presentations using MS-PowerPoint presentation package or equivalent.
3. Create formal text documents using MS-Word processor or equivalent.
4. Open, read, create and manage electronic mail using G-Mail or equivalent.
5. Use and engage in Virtual Learning Environment exercises using Moodle or equivalent WebCT

Essential Materials

Supplementary Material

Culinary Skills 1.1
- Banner Code: CULI 0001
- CRN: 78402
- Level: 6
- Assessment Method: CA

Description of Module / Aims
Develop techniques and processes essential to professional cookery, reflecting the importance of larder work. This module provides students with a detailed understanding of these commodities. It also equips them with the skills and experience necessary to produce, garnish and present a wide range of salads and sandwiches.
Indicative Content
- Butchery and Fishmongery (Practical & Theory): Identify a range of fish, meat, offal, and poultry commodities, be familiar with the classifications, quality points and cuts which are associated with these products; Apply relevant skills and techniques involved in the preparation of each of the commodities; Apply cost control procedures associated with fish, meat, offal, and poultry.
- Salads and hors d’oeuvres: Identify the range of commodities that are widely used in the preparation of salads, sandwiches, hors d’oeuvres, dressings and cold sauces and creatively produce a wide range of traditional and innovative selections, demonstrating the importance of aesthetics, balance, flavour and texture in the production and presentation of salads, sandwiches, hors d’oeuvres, dressings and sauces.
- Applied Hygiene and Safety: Personal Hygiene, environmental hygiene and work practices; correct use of knives and kitchen equipment and machinery.

Learning Outcomes
On successful completion of this module, a student will be able to:
1. Demonstrate knowledge of the classification and quality points of fish, meat, poultry and game and apply the required practical skills associated with the culinary use of each.
2. Distinguish, classify and through practical application produce a variety of traditional and innovative salads, sandwiches, hors d’oeuvres, dressings and sauces.
3. Identify & use appropriate kitchen equipment, knives and utensils.

Essential Materials

Supplementary Materials

Culinary Operations 1.1 | 10 ECTS | Banner Code: CULI 0002 | CRN: 78406 | Level 6 | Assessment Method: CA

Description of Module / Aims
The module will develop techniques and processes essential to professional cookery, reflecting the importance of larder work, this module provides students with a detailed understanding of these commodities. It also equips them with the skills and experience necessary to produce, garnish and present a wide range of salads, sandwiches. The module also gives students the knowledge and understanding necessary to cater for individuals with specific dietary requirements, using a wide range of traditional and contemporary commodities and processes. The module also develops further the skills and knowledge introduced in Culinary Skills. Specifically, it focuses on the Mediterranean region and specific food commodities and culture. Upon completion of this module, students will be able to produce a range of classical and innovative regional dishes.

Indicative Content
Butchery and Fishmongery (practical and theory)
- Identify a range of fish, meat offal, poultry and game commodities; be familiar with the classifications, quality points and cuts which are associated with these products.
- Apply relevant skills and techniques involved in the preparation of each of the commodities.
- Apply cost control procedures associated with fish, meat, offal, poultry and game.

### Sandwiches
- Identify breads and bases of national and international origin used in the production of sandwiches.
- Prepare a range of hot and cold classical and innovative sandwiches using appropriate garnishes and presentation styles.
- Apply cost control procedures associated with hot and cold sandwiches.

### Salads and hors d’oeuvres
- Identify the range of commodities that are widely used in the preparation of salads, hors d’oeuvres, dressings and cold sauces and creatively produce a range of traditional and innovative salads, hors d’oeuvres using a wide variety of ingredients and techniques.
- Demonstrate the importance of aesthetics, balance, flavour and texture in the production and presentation of salads, hors d’oeuvres, dressings and sauces.
- Apply cost control procedures associated with salads, hors d’oeuvres, dressings and sauces.

### Learning Outcomes
**On successful completion of this module, a student will be able to:**
1. Demonstrate knowledge of the Classification and quality points of fish, meat, poultry and game and apply the required practical skills associated with the culinary use of each.
2. Demonstrate the ability to produce a range of hot and cold sandwiches reflective of industry trends.
3. Distinguish, classify and through practical application produce a variety of traditional and innovative salads, hors d’oeuvres, dressings and sauces.

### Essential Materials
- Kinton, Ceserani & Foskett ---- The Theory of Catering, Latest Edition

### Supplementary Materials
- C.I.A. (Culinary Institute of America) The Professional Chef, Wiley & Sons Latest Edition
- Clark, S., Moro the Cookbook, Ebury Press: Latest Edition
- Fox, B. & Cameron, A., Food Science, Nutrition and Health, Edward Arnold: Latest Edition
- Gayler, P., Healthy Eating for your Heart, Kyle Cathie Ltd: Latest Edition
- Irish Heart Foundation, The Happy Heart Cookbook, Gill & Macmillan: Latest Edition
- Palmer, A., Champneys Cookbook: 100 Innovative Recipes for Healthy Eating, Cassell: Latest Edition
- Salaman, R., Healthy Mediterranean Cooking, Lincolna: Latest Edition
- Thompson, A., Healthy Eating for Diabetes, Kyle Cathie Ltd: Latest Edition
- Treuille, E., Blashford-Small, V., Canapés, Dorling Kindersley: Latest Edition
- Walden, H., Sensational Preserves, Conran Octopus: Latest Edition
- Woodward, S., Oranges and Lemons, Conran Octopus: Latest Edition

| Pastry 1.1 | 5 ECTS | Banner Code: CULI 0003 | CRN: 78410 | Level 6 | Assessment Method: CA |

### Description of Module / Aims

---

74
This module will develop techniques and processes essential to pastry and bakery production. This module will provide learners with the knowledge, skills and competence necessary for a career in the culinary arts sector. This will be achieved by providing learners the essential practical skills and academic knowledge required of modern day professionals working in kitchen environments. Using basic techniques, the student should gain confidence in basic pastry and bakery production.

Indicative Content
- Ingredients identification, selection and function.
- Develop an understanding of the scientific principles underpinning all the processes used in pastry productions.
- Have knowledge of the commodities, equipment, techniques and the range of convenience products related to pastry production.
- Apply the processes and techniques necessary to produce a range of pastes, soda breads, basic yeast bread and sponge products.
- Problem solving approaches.

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

1. Identify a broad range of ingredients extensively used in pastry & bakery productions.
2. Understand the scientific principles underpinning the processes used in pastry productions.
3. Have knowledge of the commodities, equipment, techniques and the range of convenience products related to pastry production.
4. Apply the processes and techniques necessary to produce a range of pastes, breads and sponge products.

Essential Material

Supplementary Material
2. Appreciate, explore and apply the principles of sensory analysis as applied to the properties of foods.
3. Demonstrate an ability to explore, evaluate and apply the scientific principles which characterise the properties of natural foods.
4. List the physical and chemical structures of natural foods.
5. Explain the principles of refrigeration, freezing, pasteurisation, sterilisation and drying.

Essential Materials

Supplementary Materials

Learning to Learn

| Learning to Learn | 5 ECTS | Banner Code: LEAR 0036 | CRN: 78422 | Level 6 | Assessment Method: CA |

Description of Module / Aims
The aim of this module is to assist the culinary arts learners in transition to third level education and to develop their verbal and written communication skills in order to get the most from lectures, writing assignments and practical classes.

Indicative Content
- Time management, organization, planning, prioritizing, procrastination, memory techniques;
- Public speaking skills using verbal and non-verbal communication techniques;
- Making the most of lectures and tutorials, basic academic writing, completing assignments and reports, exam techniques;
- Group work, group dynamics, study groups;
- Information skills, advanced induction to library, information sources, searching techniques, databases, citation, copyright and plagiarism, ethics;
- Reflective skills, critical thinking, decision making, problem solving, learning styles.

Learning Outcomes
On successful completion of this module, a student will be able to:
1. Demonstrate time management skills in all aspects of learning;
2. Apply effective written and communication techniques;
3. Become an effective team member;
4. Critically evaluate, collate and present information in written form;
5. Develop the ability to present the information collated in a verbal manner, being aware of verbal and non-verbal clues, learning to deal with the anxiety of public speaking;
6. Apply the basic principles of reflection and critical thinking to improve the learning process.

Essential Materials

Supplementary Material

Communications

| Communications | 5 ECTS | Banner Code: COMM 0049 | CRN: 78442 | Level 6 | Assessment Method: CA |

Description of Module / Aims
This module will enable the learner to identify the barriers to effective communication and develop skills required to overcome such obstacles, both at micro and macro level within the organisation.

Indicative Content
• The principles and process of communication, objects, barriers, non-verbal, planning the image, how to write effectively
• Use of English/written communication, grammar, homonyms, spelling, punctuation, vocabulary, style and Tone, use of dictionaries, thesauruses, books of reference, the internet, effective writing, business correspondence, reports, memos, menu compilation and design.
• Oral and non-verbal communication, talks and presentations, assertiveness, effective/listening, dealing across cultures, dealing sensitively with disability.
• Communications at work, meetings, interviews, interpersonal aspects of same.
• Handling customer complaints, why people complain, negotiating with customers, dealing with angry and difficult customers, identifying customer needs and expectations.
• Aspects of service, quality service, measurement and codes of practice.
• Customer loyalty.

Learning Outcomes
On successful completion of this module, a student will be able to:
1. Define those factors which contribute to effective communication in the context of customer service and care, within the hospitality sector.
2. Demonstrate the knowledge and apply the skills necessary for the successful practice of written, oral and non-verbal communication.
3. Demonstrate how to marshal information quickly.
4. Effectively handle customer complaints.
5. Categorise customer needs and expectations and importance of customer care.
6. Determine the process in delivering quality service.

Essential Materials

| Culinary Operations 1.2 | 5 ECTS | Banner Code: CULI 0005 | CRN: 78430 | Level 6 | Assessment Method: CA |

Prerequisite/Co-requisite Requirements
• Completion of Culinary Operations 1.1

Description of Module / Aims
The module will develop techniques and processes essential to professional cookery, reflecting the importance of larder work, this module provides students with a detailed understanding of these commodities. It also equips them with the skills and experience necessary to produce, garnish and present a wide range of salads, sandwiches. The module also gives students the knowledge and understanding necessary to cater for individuals with specific dietary requirements, using a wide range of traditional and contemporary commodities and processes. The module also develops further the skills and knowledge introduced in Culinary Skills. Specifically, it focuses on the Mediterranean region and specific food commodities and culture. Upon completion of this module, students will be able to produce a range of classical and innovative regional dishes.

Indicative Content
Mediterranean Cuisine
• Identify a range of products and equipment used in Mediterranean Cuisine region.
• Assemble a cheese board of Mediterranean origin.
• Apply cost control procedures associated with Mediterranean Cuisine.

Applied Hygiene and Safety
• Personal Hygiene, environmental hygiene and work practices.
• Correct use of knives and kitchen equipment and machinery.

Fundamental cooking and theory practices.
• Cooking of simple culinary classical dishes.
• Soups, stews, sautés, fricassee.

Learning Outcomes
On successful completion of this module, a student will be able to:
1. Identify the fundamental cooking practices and further stabilise the students’ core skills and theoretical knowledge.
2. Identify the origin, quality and use of a variety of food products from the Mediterranean Region and produce a range of classical and healthy dishes from the Mediterranean Region
3. Demonstrate and apply the classical Method of cooking in variety of basic classical dishes.
4. Apply professional hygiene and safety practices in accordance with Food Safety Authority of Ireland (FSAI) training standards.
5. Apply Cost Control procedures.

Essential Materials
- Kinton, Ceserani & Foskett ---- The Theory of Catering, Latest Edition

Supplementary Materials
- C.I.A. (Culinary Institute of America) The Professional Chef, Wiley & Sons Latest Edition
- Clark, S., Moro the Cookbook, Ebury Press: Latest Edition
- Fox, B. & Cameron, A., Food Science, Nutrition and Health, Edward Arnold: Latest Edition
- Gayler, P., Healthy Eating for your Heart, Kyle Cathie Ltd: Latest Edition
- Irish Heart Foundation, The Happy Heart Cookbook, Gill & Macmillan: Latest Edition
- Jaffrey, M., Madhur Jaffrey’s World Vegetarian, Edbury: Latest Edition
- Palmer, A., Champneys Cookbook: 100 Innovative Recipes for Healthy Eating, Cassell: Latest Edition
- Salaman, R., Healthy Mediterranean Cooking, Lincolna: Latest Edition
- Thompson, A., Healthy Eating for Diabetes, Kyle Cathie Ltd: Latest Edition
- Treuille, E., Blashford-Small, V., Canapés, Dorling Kindersley: Latest Edition
- Walden, H., Sensational Preserves, Conran Octopus: Latest Edition
- Woodward, S., Oranges and Lemons, Conran Octopus: Latest Edition

**Culinary Skills 1.2** | 5 ECTS | Banner Code: CUL 0004 | CRN: 78426 | Level 6 | Assessment Method: CA

**Description of Module / Aims**
The module gives students the knowledge and understanding necessary to produce a wide range of traditional and contemporary commodities and processes with local, regional, national and international influences. The module will further develop the skills and knowledge introduced in Culinary Skills 1.1, specifically; it focuses on the varying processes of cookery.

**Indicative Content**
- Identify a range of products and equipment used in the production of innovative local, regional, national and international dishes.
- Apply basic cost control procedures associated with dishes related to the varying cookery processes.

**Learning Outcomes**
*On successful completion of this module, a student will be able to:*
1. Apply the classical Method of cookery to produce a range of innovative local, regional, national and international dishes.
2. Explain the reason for cooking food and the understanding of food.
3. Extend the range of knife skills and the manipulation of ingredients.
Learning and Teaching Method
- This module builds on the theory and skills gained in Semester 1.
- Delivery will be an integration of theory and practice and will include demonstrations underpinning the relevant theory.
- Students will be given the opportunity to develop and practice their skills and understanding of cookery processes and commodities in a controlled environment.
- Emphasis will be placed on safe, hygienic, efficient and cost effective work practices whilst also examining the organoleptic characteristics of food and the processes by which food commodities are developed.

Essential Materials

Supplementary Materials

Pastry 1.2

<table>
<thead>
<tr>
<th>ECTS</th>
<th>CRN</th>
<th>Level</th>
<th>Assessment Method</th>
</tr>
</thead>
<tbody>
<tr>
<td>5</td>
<td>78434</td>
<td>6</td>
<td>CA</td>
</tr>
</tbody>
</table>

Description of Module / Aims
This module will develop techniques and processes essential to pastry and bakery production. This module will provide learners with the knowledge, skills and competence necessary for a career in the culinary arts sector. This will be achieved by providing learners the essential practical skills and academic knowledge required of modern day professionals working in kitchen environments. Using basic techniques, the student should gain confidence in basic pastry and bakery production.

Indicative Content
- Expand on the techniques developed in semester 1 by adapting classical dishes and confectionary products to a contemporary style using extensions of core pastry, baking and plated dessert techniques.
- Explore with creativity the concepts of composition, taste, design, texture and current trends in hot and cold plated sweets and pastry productions.
- Produce a range of hot and cold desserts.
- Prepare a range of hot and cold desserts.
- Prepare a range of hot and cold desserts.

Learning Outcomes
On successful completion of this module, a student will be able to:
1. Understand the scientific principles underpinning the processes used in pastry productions.
2. Have knowledge of the commodities, equipment, techniques and the range of convenience products related to pastry production.
3. Apply the processes and techniques necessary to produce a broad range of pastes, breads and sponge products.
4. Produce a range of classical and contemporary restaurant plated hot and cold desserts.

Essential Material

Supplementary Material
Nutrition | 5 ECTS | Banner Code: CULI 0008 | CRN: 78446 | Level 6 | Assessment Method: EXAM

Description of Module / Aims
This module will provide the learner with an understanding of the principles of nutrition in foods and an ability to apply the principles to creative menu planning for current dietary needs.

Indicative Content
- Food choice: Influential factors; cultural & social habits, psychological & physiological factors, economic realities, food availability, nutritional knowledge, marketing Method.
- Nutrition: nutrients, structure, function, food source & quality, water, energy values & expenditure, loss of nutritional value, nutritional stability in the food cycle and its control.
- Food of the future: genetic modification of food, irradiation, functional food, organic food, biodynamic food, whole foods.

Learning Outcomes
On successful completion of this module, a student will be able to:
1. Explain the factors that influence food choice.
2. Understand the role of nutrients in the body, their impact on good health, special dietary needs, current dietary trends & dietary recommendations.
3. Demonstrate an ability to explore, evaluate and apply nutritional knowledge to creative menu planning in order to meet customer needs.
5. Identify and explain the legislation governing nutritional content of foods.

Essential Material

Supplementary Materials
- www.eatright.org
- www.eufic.org
- www.foodgov.uk
- www.foodlineweb.co.uk
- www.fsai.ie
- www.indi.ie.eu.org
- www.nutrition.org.uk
- www.safefood.eu

Essentials of Business 2.1 | 5 ECTS | Banner Code: BUSS 0048 | CRN: 78462 | Level 6 | Assessment Method: CA

Description of Module / Aims
Provide students with the knowledge, skills and competencies to enable them to demonstrate advanced food and beverage skills and key supervisory functions in order to organise food and beverage events.

Indicative Content
Principles of Food and Beverage Costing & Control
- Introduction to Accounting Records
- Accounting in a Hospitality/Culinary context
- Identify IT Based food Cost Control Systems
- Introduction to food costing and menu design
- Calculate salaries, labor costs and VAT
- Purchasing Procedures & documentation
- Store room management, stock take & rotation procedures

Management Fundamentals
- Definitions of management
- Managerial skills and level: marketing, quality, stock control and costing
- Nature of the hospitality industry
- Business environment for culinary professionals
- Managerial functions: planning, organising, leading, staffing and controlling
- Basics of HRM

Learning Outcomes
On successful completion of this module, a student will be able to:
1. Demonstrate an understanding of the role of Cost Control procedures, concepts and principles have in the day to day running of an operation.
2. Understand and analyse the financial accounts for a culinary business in a prescribed standard format
3. Demonstrate knowledge of the fundamentals of management and the practical business environment of the culinary/hospitality industry

Essential and Supplementary Materials
- Hotel and Catering Review
- Fuller, J. (1986), Essential Table Service for Restaurants, Hutchinson & Co
- http://www.failteirelandfoodtoolkit.com/ Failte Ireland Costing Toolkit
- www.pubireland.com Irish Pubs of Distinction
- www.ihi.ie Irish Hospitality Institute
- www.failteireland.com Failte Ireland
- www.rai.ie Restaurants Association of Ireland
- Caterer and Hotelkeeper
- Food and Wine
- Food Service
- Hospitality
- Hotel and Catering Review
- Hotel and Restaurant International

| Culinary Skills 2.1 | 5 ECTS | Banner Code: CULI 0009 | CRN: 78450 | Level 6 | Assessment Method: CA |

Prerequisite/Co-requisite Requirements
- Culinary Skills 1.1 and 1.2

Description of Module / Aims
Provide learners with the knowledge, skills and competence necessary for a career in the culinary arts sector. This will be achieved by providing learners the essential practical skills and academic knowledge required of modern day professionals working in kitchen environments. To foster the intellectual ability of learners in a manner which enables them to make a meaningful contribution in their personal and professional lives. Develop skills, critical thinking and a questioning, creative and innovative approach to the studies and working lives. Enable learners to utilise their skills and knowledge in a variety of working environments. To enable learners to develop competence and confidence by the acquisition of the business, technological, social and communicative skills and competencies required by industry leaders of the future. Enable suitably
qualified and motivated graduates to progress to the level 7 studies. Equip learners with communication and transferable skills.

Indicative Content
Planning Aspects:
- Suitability of the chosen menu
- Seasonality of the menu
- Availability of produce
- Cost and budget factors

Organization:
- Time plan
- Leading the team
- Requisition of ingredients
- Delivery of duties

Cost Control:
- Gross profit percentage
- Meat yield tests
- Price of the menu
- Menu analysis

Learning Outcomes
On successful completion of this module, a student will be able to:
1. Plan and design a menu suitable for a wide variety of occasions, functions and events.
2. Organise the planning of the kitchen operation and food production relating to a function.
3. Apply effective cost control measures and adopt best practice in the preparation of an event.

Essential and Supplementary Materials
- www.irishtimes.com
- www.sbpost.ie
- www.foodnetwork.com
- www.ifoods.tv
- www.bordbia.ie
- www.bim.ie
- www.bbcfood.com
- www.restaurantreview.ie
- www.failteireland.ie
- Hotel & Catering Review
- Catering & Licensing Review
- Health Service Catering 9 Nutrition& Modified Diets)
- Hospitality Review Magazine

Global Cuisine 5 ECTS | Banner Code: CULI 0010 | CRN: 78454 | Level 6 | Assessment Method: CA

Description of Module / Aims
Having focused in earlier modules on local and regional cuisine, this module allows the student to investigate the culinary practices of various cuisine types. The learners will research, prepare, taste, serve and evaluate traditional and regional...
dishes from a variety of countries from around the world. Emphasis will be placed on Historical, Geographical and Religious influences including flavour profiles and combinations, food preparation, associated cooking techniques and utensil.

**Indicative Content**

- Principles and concepts of Asian, Mediterranean, European, Middle Eastern and American Cuisines.
- Regional ingredients and influences of Asian, Mediterranean, European, Middle Eastern and American Cuisines.
- Cooking techniques and speciality equipment of Asian, Mediterranean, European, Middle Eastern and American Cuisines.
- Historical influences on Asian, Mediterranean, European, Middle Eastern and American Cuisines.
- Geographical influences on Asian, Mediterranean, European, Middle Eastern and American Cuisines.
- Produce and present in authentic form, a range of dishes chosen from Asian, Mediterranean, European, Middle Eastern and American Cuisines.

**Learning Outcomes**

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

1. Explain the geographical, cultural, historical and religious influences on the foods of the World.
2. Identify and describe the cooking techniques and unique cooking equipment or vessels associated with major world cuisines.
3. Apply the required principles of cooking and organisational components of a professional kitchen.
4. Produce a range of culinary dishes from selected Global cuisines.

**Essential Material**


**Supplementary Material**


| Pastry 2.1 | 5 ECTS | Banner Code: CULI 0011 | CRN: 78458 | Level 7 | Assessment Method: CA |

**Description of Module / Aims**

This module will develop techniques and processes essential to pastry and confectionary production. This Module provides learners with the knowledge, skills and competence necessary for a career in the culinary arts sector. This will be achieved by providing learners the essential practical skills and academic knowledge required of modern day professionals working in kitchen environments. Building on the basic techniques acquired in Semester 1 and 2 the student should demonstrate with confidence and creativity the skills required for Pastry and confectionary production within the culinary arts sector.

**Indicative Content**

- Bavarois mousses and jellied sweets: Hot, cold and iced soufflés: Ice creams, Sorbets and frozen desserts.
- Contemporary plated and individually styled pastry products; purpose: components: aesthetics and styling: garnishes: sauces.
- Entremets: Classical and contemporary preparations.
- Sugar craft and cake decoration.

**Learning Outcomes**

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

1. Understand the scientific principles underpinning the processes used in pastry productions.
2. Demonstrate knowledge of the commodities, fresh and convenience Products, techniques and equipment related to pastry production.
3. Produce a range of classical and contemporary sweet and savoury pastry products.
4. Apply the processes and techniques necessary to design, produce and present hot and cold restaurant plated sweets.
5. Understand and apply cost and quality control procedures as they apply to the production of pastry products.
6. To apply problem solving techniques.

**Essential Material**
Gastronomy  5 ECTS  Banner Code: CULI 0012  CRN: 78466  Level 6  Assessment Method: EXAM

**Description of Module / Aims**

Provides students with an introduction to Gastronomy and an awareness of the importance of the historical, social and contextual factors which influence eating patterns and the development of both global and Irish cuisines.

**Indicative Content**

**Historical Development**
- Profile a Small Number of key figures who have inspired the historical development of International Cuisine
- Key Influences
- Population trends
- Influence of World Wars
- Development of improved Communications

**Contemporary Irish Cuisine and its links to International Cuisine**
- Fusion of International Cuisines and ingredients into Modern Irish Dishes/ Menus
- Ethnic Restaurants
- Influence of International travel
- Development of trends – e.g. Nouvelle Cuisine, Cuisine Santé, Slow Food, Healthy Eating, Molecular Gastronomy etc.
- Television programmes and celebratory Chefs including Irish Chefs

**Importance of Local Produce**
- Traditional Irish Dishes and their influence on Irish Tourism.
- The influence of the increased Popularity of Organic Foods
- Explore some local Artisan Food Producers and their products, the popular image of the local artisan foods.
- Simple economic factors related to the use of "locally produced Foods "

**Meal Experience Concept**
- Tangibles and the Intangibles Aspects
- Sensory evaluation of food – Organoleptic
- Harmonisation of food and beverages

**Learning Outcomes**

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

1. Identify key persons and key influences in the historical development of international gastronomy
2. Explore the links between International Cuisines, its evolution and their influences on the development of contemporary Irish Cuisine.
3. Investigate the importance and the positive influences which the use of local / Regional food products have in the ongoing development of Irish Gastronomy
4. Understand and appreciate the main Social, Cultural and Economic influences on the Irish Food world and Irish Gastronomy / Cuisine
5. Explore and Evaluate the key aspects of the Meal Experience and the Art of Eating Well

**Essential and Supplementary Materials**
- International Gastronomy - Clive F Finch & Harry L Cracknel
- Serving a City the story of Corks English Market Diarmuid O Driscoll & Donal O’Driscoll
- Bode, WKH 2000, European Gastronomy, Hodder and Stoughton, latest edition
- Theory of Catering Foster, Cedderani, Kinton (ISBN 340850418)

Applied Culinary Science  5 ECTS  Banner Code: CULI 0017  CRN: 78494  Level 6  Assessment Method: EXAM

**Description of Module / Aims**

This module will provide the learner with the knowledge and skills necessary to adhere to best practice and legal requirements relating to food safety, food preservation and food quality. Learners will also be able to investigate and establish technological principles associated with catering operations.

**Indicative Content**
• Food Safety Management/ HACCP: Documentation: List of documents; Record keeping: Purpose, storage, day to day management; Importance of verification: periodic review; Auditing; Dealing with food safety complaints; HACCP Compliance options; Application of HACCP principles to production of food items;
• Food Safety Training: Legislation requirements; Role of management; Food Safety Authority of Ireland training standards; Training approaches; Role of supervision; Assessment of effectiveness of training/ competency;
• Food Safety Legislation and Related Authorities: The Law: Food Hygiene Regulations, EU Directives, current legislation, individual responsibilities under the law, penalties of non-compliance. Food law, food safety updates, traceability, labelling of food in the professional kitchen, registration of food premises;
• Food Safety Authority of Ireland & Enforcement authorities: European Food Safety Authority; Procedure for product recall and food alerts; Resources for food law and food safety updates;
• Quality Assurance: Concept of food quality; Quality aspects of food products; Deterioration in food quality and its control; Principles of food packaging: role of packaging, Method and forms, testing and safety, influence of packaging on food quality, current legislation on food contact materials; The role of quality and certified quality programmes in ensuring food quality;
• Classification of catering operations: hotels, restaurants, gastro-pubs, bar food, fast-food outlets, industrial catering, institutional catering, franchising, transport catering, outdoor and event catering;
• Traditional and modern technological advances in food production systems: conventional system; sous-vide; cook-chill; cook-freeze; combination systems; Basic principles and operational practices of each catering operation and each food production system; Future trends and developments: assessment of catering operations and food production systems;
• Preservation: Reasons for preservation; Natural preservatives used within the kitchen: salt, alcohol, sugar, acids, wood; Basic principles of current Method of preservation: for e.g. pouch-sealing, Modified Atmosphere Packaging (MAP), aseptic packaging, waxing; Additives: classification, use, current recommended levels in foods; Future trends in preservation.

Learning Outcomes
On successful completion of this module, a student will be able to:
1. Apply a food safety management system to the production of food items, in line with, FSAI Level 3, HACCP Principles and IS:340.
2. Demonstrate an understanding of the current food safety legislation as it applies to food safety management system and explain its enforcement and the role of the authorities involved.
3. Develop and on-going awareness of food safety issues and their impact on a food safety management system.
4. Explain the importance of quality control and understand the application of quality control to food.
5. Demonstrate an understanding of the technological advances within catering operations.
6. Understand the principles of food preservation Method and their application in the professional kitchen.

Essential Materials

Supplementary Materials
• Food Safety Authority of Ireland. Guidance Note No. 15, Cook Chill Systems in the Food Service Sector Dublin; Ireland. 2006.
• National Standards Authority of Ireland. Food Safety Management Incorporating HACCP Dublin; Ireland. 2001.
• National Standards Authority of Ireland. Hygiene in the Catering Sector IS:340 Dublin; Ireland. 2007.
The aim of this module is to introduce learners to the core business principles and their applications within a hospitality and culinary context which involves exploring the fundamentals of management, the role of marketing, principles of food and beverage cost control and the significance of innovation and entrepreneurship.

**Indicative Content**

**Business Plan**
- Explain the importance of business planning and understand the main components in the design of a business plan to include each element of the course content
- Be able to design a basic business plan including the main components
- Present a completed formal business plan
- Identify the elements required for Business Start Up’s
- Familiarise with options available for starting up own business

**Marketing Principles**
- The Philosophy of Marketing
- Defining Marketing
- The hospitality marketing environment
- The concept of the customer service experience
- Consumer buying behavior
- Marketing segmentation, targeting and planning
- The role of pricing

**Marketing Communications for Culinary/Hospitality**
- The Communication Process
- The Marketing communications mix
- Advertising
- Sales Promotion
- Direction Marketing
- Personal Selling
- The Menu

**Learning Outcomes**

*On successful completion of this module, a student will be able to:*
1. Produce a Business Plan for an enterprise of their choice
2. Gain a greater understanding of Business Start Up’s
3. Describe the basic understanding of marketing as it pertains to the culinary sector including the influences that affect consumer buying behaviour and the marketing mix.
4. Explain the marketing communication process and the nature of the communication mix.

**Essential and Supplementary Materials**
- Fuller, J. (1986), Essential Table Service for Restaurants, Hutchinson & Co
- [http://www.failteirelandfoodtoolkit.com/](http://www.failteirelandfoodtoolkit.com/)
- Fáilte Ireland
- [www.guinness.com](http://www.guinness.com) Guinness and related beverage site
- Caterer and Hotelkeeper
- Food and Wine
- Food Service
- Hospitality
- Hotel and Catering Review
Hotel and Restaurant International

| Restaurant Service | 5 ECTS | Banner Code: REST 0007 | CRN: 78438 | Level 6 | Assessment Method: CA |

**Description of Module / Aims**
Provide learners with the knowledge, skills and competencies to enable them to operate in a professional manner within a casual dining environment.

**Indicative Content**

**Overview of the Food and Beverage Service Industry**
- Overview of food and beverage service industry
- Formal and Casual dining operations
- The meal experience (tangibles and intangibles)
- Food and beverage service areas and equipment
- Current food and beverage trends

**The Role and contribution of the Food & Beverage Service Professional**
- Method of address and response
- Posture, body language, etiquette
- Attributes of food and beverage personnel including adaptability and flexibility
- Cultural diversity in the workplace.

**Customer Orientation**
- The Art of Hospitality (having the competence, confidence, creativity and initiative to anticipate and meet the customer needs)
- The promotion of Irish hospitality
- Customer expectations and behaviour
- Reservations and associated telephone techniques
- Setting standards and standard operating procedures (SOP's)
- Quality in restaurant service continuous in achieving standards- SOP's
- Identifying and dealing with customers who have special needs and cultural diversity
- Special dietary requirements
- Knowledge and implementation of Occupational First Aid in the work place

**Food and Beverage Operations**
- Food and beverage product knowledge
- Technical food service skills
- Food and beverage service systems and Method relevant to breakfast, morning coffee, lunch, afternoon tea and dinner
- Styles of table service – plate, family and tray service
- Introduction to the service of wine – present, open and pour
- Service of alcoholic and non-alcoholic beverages including specialty coffees
- General principles of matching food, wine and other alcoholic beverages
- Food and beverage traditional and contemporary related terminology

**Introduction to Control Procedures**
- Appreciation of costs and stock taking procedures
- Cash, credit card and cheque transactions – including foreign exchange
- Billing calculations
- Restaurant opening and closing procedures
- Computer applications, e.g. EPOS system

**Environmental Issues**
- Emergence of environmental issues
- Environment policy in Ireland
- Impact of European Union environment policy
- Developing an Environment Business Policy

**Legislation**
- HACCP, food hygiene and related laws
- Safety, Health and Welfare at Work Act 2005
- Responsible Serving of Alcohol programme (RSA)
- Other relevant legislation
Learning Outcomes

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

1. Recognise how their interpersonal skills and professionalism are perceived by and impact on customers and colleagues in a food and beverage establishment.
2. Apply the principles and practices of customer orientation, the art of hospitality and quality service.
3. Apply the technical food service skills appropriate to formal / casual dining.
4. Identify current practices and future trends in food and beverage operations within the hospitality industry.
5. Serve alcoholic and non-alcoholic beverages as part of the meal experience.
6. Assess stock control, cost control procedures and have an understanding of environmental issues.
7. Demonstrate competence in the use of relevant information technology (IT) applications for a food and beverage operation. e.g. EPOS
8. Identify the law relating to food and beverage establishments including: hygiene, food safety, smoking legislation and the responsible serving of alcohol.

Essential and Supplementary Materials

- Lillycrop, D. & Cousins, J. 2008 Food and Beverage Service Hodder and Stoughton
- http://www.failteirelandfoodtoolkit.com/ Failte Ireland Costing Toolkit
- www.rai.ie
- www.irelandguide.ie
- www.failteireland.com
- www.tasteofireland.ie
- www.slowfoodmovement.ie
- Caterer and Hotelkeeper
- Food and Wine
- Food Service
- Hospitality
- Hotel and Catering Review
- Hotel and Restaurant International

<table>
<thead>
<tr>
<th>Culinary Skills 2.2</th>
<th>5 ECTS</th>
<th>Banner Code: CULI 0013</th>
<th>CRN: 78474</th>
<th>Level 6</th>
<th>Assessment Method: CA</th>
</tr>
</thead>
</table>

Prerequisite/Co-requisite Requirements

- Culinary Skills 2.1

Description of Module / Aims

Provide learners with the knowledge, skills and competence necessary for a career in the culinary arts sector. This will be achieved by providing learners the essential practical skills and academic knowledge required of modern day professionals working in kitchen environments.

Indicative Syllabus

Quality Control

- Food preparation, production and service
- Food wastage and portion control
- Customer feedback

Food Safety / Hygiene

- Personal hygiene
- Operational hygiene
- Zoning
- Temperature control

Supervision

- Delegation
- Motivation
- Communication
- Leadership
- Teamwork
- Feedback
Learning Outcomes

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

1. Review the quality of all factors involved in the production of a menu.
2. Apply and control all food safety and hygiene measures in accordance with prescribed standards.
3. Confidently and competently supervise the production and delivery of the menu.

Essential and Supplementary Materials

- www.irishtimes.com
- www.sbpost.ie
- www.foodnetwork.com
- www.ifoods.tv
- www.bordbia.ie
- www.bim.ie
- www.bbcfood.com
- www.restaurantreview.ie
- www.failteireland.ie
- Hotel & Catering Review
- Catering & Licensing Review
- Health Service Catering (Nutrition & Modified Diets)
- Hospitality Review Magazine

Pastry 2.2

| 5 ECTS | Banner Code: CULI 0014 | CRN: 78478 | Level 7 | Assessment Method: CA |

Description of Module / Aims

This module will develop techniques and processes essential to pastry and confectionary production. This Module provides learners with the knowledge, skills and competence necessary for a career in the culinary arts sector. This will be achieved by providing learners the essential practical skills and academic knowledge required of modern day professionals working in kitchen environments. Building on the basic techniques acquired in Semester 1, 2 and 3 the student should demonstrate with confidence and creativity the skills required for Pastry and confectionary production within the culinary arts sector.

Indicative Content

- Recipe standardisation; Quality and yield control; Convenience ingredients and products.
- Flour confections; Petit fours: Afternoon tea pastries- Traditional French style pastries with a variety of bases, fillings, choux, puff, sweet, meringue, sable.
- Afternoon tea pastries- (dips): Using a range of sponges and toppings. Coatings (fondant, chocolate, icings).
- Sugar confectionary products; Chocolate work: Sweets: Boiled sugar techniques & preparations.
- Flans, Tarts, slices and sweet pies- European and international specialities.

Learning Outcomes

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

1. Understand the structure and function of standardised recipes.
2. Perform yield cost analyses.
3. Identify the ingredients and products, both fresh and convenience used in the hospitality industry.
4. Produce a range of flour and sugar confectionary products with a variety of bases, fillings, toppings, coatings and garnishes.
5. Prepare a range of flans, tarts, slices and sweet pies- European and International specialities.
Essential Material

Supplementary Material

**Buffet Presentations** 5 ECTS  |  **Banner Code:** CULI 0015  |  **CRN:** 78482  |  **Level 6**  |  **Assessment Method:** CA

**Prerequisite/Co-requisite Requirements**
- Culinary Skills 1.2

**Description of Module / Aims**
This module will build on the knowledge and skills gained in the previous modules of Culinary Skills, Contemporary Cuisine and Culinary Science. On successful completion of this module, learners will have gained the additional practical skills and knowledge to practice with confidence the art of Garde Manger in the modern professional kitchen.

**Indicative Content**

**Charcuterie**
- Safety Requirements
- Equipment
- Sanitation
- Ingredients
- Wet & Dry Curing
- Offal

**Sausage Production**
- Safety requirements
- Equipment
- Sanitation
- Ingredients
- Basic Grind sausage
- Emulsion sausage
- Sausage shaping

**Forcemeats**
- Meat/Poultry/Fish/Vegetable Terrines
- Main Ingredients
- Garnishing Ingredients
- Straight Forcemeats
- Gratin Forcemeats
- Mousseline Forcemeats
- Pâté en Croute
- Galatines & Roulades
- Foie Gras

**Hot & Cold Smoking**
- Air Drying
- Cold Smoking
- Hot Smoking
- Pan Smoking

**Aspic Jelly & Chaud-Froid**
- Aspic flavouring and colouring
- Aspic gelling ingredients
- Chaud- Froid flavouring and colouring.
- Efficient glazing techniques
- Decorations and Design

**Buffet Presentation**
- The Classic Buffet
- The Modern Buffet
- Formal & Informal Buffets
- Garnishing & accompaniments
- Buffet Yields
Learning Outcomes

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

1. Demonstrate the knowledge, skills and techniques associated with Charcuterie as applicable to the professional kitchen.
2. Understand and apply all the requirements associated with the professional production of a range of sausages with specific focus on modern trends.
3. Differentiate and demonstrate the knowledge, skills and techniques associated with raw and cooked forcemeats, pâtés and terrines as applicable to the professional kitchen.
4. Understand and apply the techniques associated with Hot, Cold and Pan Smoking
5. Produce and apply aesthetically a range of Aspic Jelly and Chaud-froid sauces
6. Aesthetically prepare and present dishes with relevant accompaniments for buffet and plate service, incorporating a range of presentation styles both classical and modern

Essential and Supplementary Materials

- www.atomicgourmet.com
- www.chefsden.com
- www.cheftalk.com
- www.greatfood.ie
- www.starchefs.com

| Classical & Contemporary | 5 ECTS | Banner Code: CULI 0016 | CRN: 78486 | Level 6 | Assessment Method: CA |

Description of Module / Aims

This is a practical module that allows students to develop essential culinary skills and knowledge within a controlled environment and provides them with the opportunity to develop specialist expertise and creative ability in the areas of classical and contemporary cuisine including buffet work.

Indicative Content

- Charcuterie: Safety Requirements, Equipment, Sanitation, Ingredients, Wet & Dry Curing, Offal.
- Forcemeats: Terrines, Forcemeats (Straight, Gratin & Mousseline), Pate en Croute, Galantines, Roulades, Foie Gras
- Buffet Presentation: Classic & Modern Buffet, Garnishing and Accompaniments.
- Classical & Traditional Cookery: Modernised versions of classical and traditional specialties.
- Product Costing: Dish Costing, Overheads, Production Viability, Buffet Yield.

Learning Outcomes

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

1. Produce a range of classical dishes in a contemporary style.
2. Evaluate the effect of modern trends on style, cost, presentation of contemporary cold and buffet work.
3. Demonstrate the knowledge, skills and techniques associated with charcuterie, sausage production and pan smoking.
4. Understand and apply the knowledge, skills and techniques associated with raw and cooked forcemeats, pates and terrines with specific focus on modern trends.

**Essential Materials**

- [www.bbc.co.uk/food](http://www.bbc.co.uk/food)
- [www.foodnetwork.com](http://www.foodnetwork.com)
- [www.hospitality-ireland.com](http://www.hospitality-ireland.com)
- [www.restaurant.org](http://www.restaurant.org)

**Supplementary Materials**

- [www.chefstalk.com](http://www.chefstalk.com)
- [www.deliaonline.com](http://www.deliaonline.com)
## Module Listing for BA (Honours) in Culinary Arts

Programme Code: WD_HCULA_B

### Year 1

<table>
<thead>
<tr>
<th>Semester 1 (Autumn)</th>
<th>Component Code</th>
<th>Component Code</th>
<th>Semester 2 (Spring)</th>
<th>Component Code</th>
</tr>
</thead>
<tbody>
<tr>
<td>Culinary Skills 1.1</td>
<td>CULI 0001</td>
<td>Development of Culinary Skills 1.2</td>
<td>CULI 0064</td>
<td></td>
</tr>
<tr>
<td>Gastronomy 1.1</td>
<td>CULT 0010</td>
<td>Gastronomy 1.2</td>
<td>CULT 0017</td>
<td></td>
</tr>
<tr>
<td>Food Safety &amp; Culinary Science</td>
<td>FOOD 0002</td>
<td>Nutrition &amp; Scientific Principles</td>
<td>CULI 0008</td>
<td></td>
</tr>
<tr>
<td>Critical &amp; Creative Thinking</td>
<td>COMH 0030</td>
<td>Information &amp; Communication Technology</td>
<td>COMM 0069</td>
<td></td>
</tr>
<tr>
<td>Introduction to Management (E)</td>
<td>MGTH 0062</td>
<td>Organisational Behaviour (E)</td>
<td>ORBH 0001</td>
<td></td>
</tr>
</tbody>
</table>

### Year 2

<table>
<thead>
<tr>
<th>Semester 3 (Autumn)</th>
<th>Component Code</th>
<th>Component Code</th>
<th>Semester 4 (Spring)</th>
<th>Component Code</th>
</tr>
</thead>
<tbody>
<tr>
<td>Advanced Culinary Skills</td>
<td>FOOD 0018</td>
<td>Culinary Operations 1.1</td>
<td>CULI 0002</td>
<td></td>
</tr>
<tr>
<td>Oenology</td>
<td>HOSP 0025</td>
<td>Food, Energy and Sustainable Practices</td>
<td>FOOD 0014</td>
<td></td>
</tr>
<tr>
<td>Food Analysis Culinary Arts</td>
<td>CULI 0065</td>
<td>Food Microbiology for Culinary</td>
<td>CULI 0066</td>
<td></td>
</tr>
<tr>
<td>Basic Financial Accounting</td>
<td>ACCH 0005</td>
<td>Costing and Budgeting for Culinary</td>
<td>COST 0055</td>
<td></td>
</tr>
<tr>
<td>Entrepreneurship, Innovation &amp; Tourism (E)</td>
<td>ENTR 0015</td>
<td>Research Method &amp; Statistics (E)</td>
<td>RESA 0066</td>
<td></td>
</tr>
</tbody>
</table>

### Year 4

<table>
<thead>
<tr>
<th>Semester 7 (Autumn)</th>
<th>Component Code</th>
<th>Component Code</th>
<th>Semester 8 (Spring)</th>
<th>Component Code</th>
</tr>
</thead>
<tbody>
<tr>
<td>Contemporary Food Policy</td>
<td>FOOD 0016</td>
<td>European Food Regulatory Affairs</td>
<td>FOOD 0012</td>
<td></td>
</tr>
<tr>
<td>Pastry &amp; Confectionary 1.1 (E)</td>
<td>CULT 0011</td>
<td>Specialised Kitchen &amp; Larder 2.1 (E)</td>
<td>CULT 0027</td>
<td></td>
</tr>
<tr>
<td>Media &amp; Visual Arts 1: Writing About Food (E)</td>
<td>FOOD 0020</td>
<td>Pastry &amp; Confectionary 1.2</td>
<td>CULT 0019</td>
<td></td>
</tr>
<tr>
<td>Artisan &amp; Specialty Food Production 1 (E)</td>
<td>FOOD 0009</td>
<td>Media &amp; Visual Arts 2: Food Imagery, Promotion &amp; Design</td>
<td>FOOD 0017</td>
<td></td>
</tr>
<tr>
<td>Food Innovation 1 (E)</td>
<td>FOOD 0004</td>
<td>Food Innovation 2</td>
<td>FOOD 0006</td>
<td></td>
</tr>
<tr>
<td>Classical &amp; Contemporary Cuisine 1.1 (E)</td>
<td>FOOD 0015</td>
<td>Artisan/Specialty Food Production 2 (E)</td>
<td>FOOD 0019</td>
<td></td>
</tr>
</tbody>
</table>

### Module Descriptors

<table>
<thead>
<tr>
<th>Description of Module / Aims</th>
<th>Banner Code: CULI 0001</th>
<th>CRN: 78402</th>
<th>Level 6</th>
<th>Assessment Method: CA</th>
</tr>
</thead>
</table>

### Indicative Content

- Butchery and Fishmongery (Practical & Theory): Identify a range of fish, meat, offal, and poultry commodities, be familiar with the classifications, quality points and cuts which are associated with these products; Apply relevant skills and techniques involved in the preparation of each of the commodities; Apply cost control procedures associated with fish, meat, offal, and poultry.
- Salads and hors d’oeuvres: Identify the range of commodities that are widely used in the preparation of salads, sandwiches, hors d’oeuvres, dressings and cold sauces and creatively produce a wide range of traditional and innovative selections, demonstrating the importance of aesthetics, balance, flavour and texture in the production and presentation of salads, sandwiches, hors d’oeuvres, dressings and sauces.
- Applied Hygiene and Safety: Personal Hygiene, environmental hygiene and work practices; correct use of knives and kitchen equipment and machinery.

### Learning Outcomes

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

1. Demonstrate knowledge of the classification and quality points of fish, meat, poultry and game and apply the required practical skills associated with the culinary use of each.
2. Distinguish, classify and through practical application produce a variety of traditional and innovative salads, sandwiches, hors d’oeuvres, dressings and sauces.
3. Identify & use appropriate kitchen equipment, knives and utensils.

### Essential Materials


Supplementary Materials


Gastronomy 1.1

<table>
<thead>
<tr>
<th>5 ECTS</th>
<th>Banner Code: CULT 0010</th>
<th>CRN: 74560</th>
<th>Level 7</th>
<th>Assessment Method: EXAM</th>
</tr>
</thead>
</table>

Description of Module / Aims

This module will complement, drawn together and build upon the practical elements of the programme and will require learners to research information that must be culinary oriented within the industry context.

Indicative Content

- Organoleptic Analysis: Sensory analysis of food and the 'Meal Experience'.
- Sustainability: Where does our food come from?
- Historical Influences on the Development of Gastronomy: Food in History; Development of European and International Gastronomy; Development of food and cooking in Ireland; Effects of the Famine on Irish Gastronomy.
- Traditional and Contemporary Culinary Influences: Profiles of contributors (e.g. Escoffier, Bocuse, Mosimann and other contemporary Irish and international figures).

Learning Outcomes

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

1. Investigate the geographical and historical influences on gastronomy.
2. Describe the development of food and cooking in Ireland.
3. Examine the effects of the famine on Irish gastronomy.
4. Identify the contribution of historical figures to modern day gastronomy.
5. Appraise the meal experience concept.
6. Explore the changes in consumer behaviour and its effect of food sustainability.

Essential Materials


Supplementary Materials

- Civitello, L. Cuisine and Culture: A History of Food and People. Chichester, United Kingdom: John Wiley & Sons Ltd, 2011.

Food Safety & Culinary Science

<table>
<thead>
<tr>
<th>5 ECTS</th>
<th>Banner Code: FOOD 0002</th>
<th>CRN: 78414</th>
<th>Level 7</th>
<th>Assessment Method: EXAM</th>
</tr>
</thead>
</table>

Description of Module / Aims
This module will provide learners with the theoretical knowledge underpinning microbiological food safety and HACCP and an understanding of the scientific principles associated with culinary arts.

Indicative Content

- **Microbiology**: Factors contributing to food poisoning outbreaks; Food safety hazards: biological, chemical and physical, High & low risk; Bacteria: types, sources, characteristics, growth requirements, spore production, toxin formation; Moulds, yeast's, fungi and viruses; Study of food poisoning organisms, food borne disease, viruses, and shellfish poisoning.

- **Hygienic Work Practices**: Personal hygiene - standards required; Personal responsibilities - taking all reasonable care, controlling infection, reporting illness, role and responsibilities during visit by environmental health officer/food safety auditor.

- **Kitchen environment**: Structure and services; Cross-contamination: direct and indirect controls; Temperature control; Cleaning - principles, steps involved, cleaning products, sanitising procedures; Pest control - source of contamination, types of pests, controls; Allergens - controls in a food safety management system.

- **Food Safety Management**: Origins and principles of HACCP; Role in the management of food safety; Management responsibilities; Pre-requisites to implementing a food safety management system; Stages in the food production process-flow charts.

- **Identification of hazards**: Control points and critical control points; Factors critical to food safety - Time (target and tolerance); Temperature (target and tolerance); Monitoring procedures and Corrective action.

- **Scientific Principles**: Sensory analysis - the senses, taste buds, sensory analysis scientific Method and procedures; Denaturation; Syneresis; Enzymic browning; Maillard Reaction; Caramelisation; Rancidity; Dough elasticity; Fermentation; Foam Formation; Emulsions; Coagulation; Gelatinisation; Gel formation; Osmosis; Tenderisation.

- **Physical and chemical structure of natural foods**: Meat; Poultry; Fish; Milk and milk products; Eggs; Fats and oils; Vegetables and Fruits; Pulses; Cereals and grains.

- **Principles of Refrigeration, Freezing, Pasteurisation, Sterilisation and Drying.**

Learning Outcomes

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

1. Demonstrate an understanding of the principles of microbiology and an ability to take personal responsibility for food safety in line with the FSAI Level 2 Training Standard and IS:340.

2. Appreciate, explore and apply the principles of sensory analysis as applied to the properties of foods.

3. Demonstrate an ability to explore, evaluate and apply the scientific principles which characterise the properties of natural foods.

4. List the physical and chemical structures of natural foods.

5. Explain the principles of refrigeration, freezing, pasteurisation, sterilisation and drying.

Essential Materials


Supplementary Materials


---

### Critical & Creative Thinking

<table>
<thead>
<tr>
<th>ECTS</th>
<th>Banner Code</th>
<th>CRN</th>
<th>Level</th>
<th>Assessment Method</th>
</tr>
</thead>
<tbody>
<tr>
<td>5</td>
<td>COMH 0030</td>
<td>67767</td>
<td>8</td>
<td>CA</td>
</tr>
</tbody>
</table>

Description of Module / Aims

To significantly enhance the learner’s ability to think in a critical manner. Particular focus will be placed upon improving each student’s skills of argument and also their comprehension and writing skills.

Indicative Content

- The learning process.

- Oral and aural communication: Speaking skills, debating; Effective listening.

- Presentations: Structure, delivery and evaluation.
- Critical thinking skills: Finding and evaluating sources; Analysing arguments, structuring an argumentative essay.
- Academic writing: Academic Essay structure; Note-taking; Referencing; Citation and paraphrasing; Plagiarism; Style, grammar and punctuation.
- Creative thinking; imagination and its use.
- Developing independent thoughts.

**Learning Outcomes**

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

1. Be self-motivated and autonomous learners;
2. Be able to compose, present and critique arguments;
3. Effectively analyse and evaluate information;
4. Structure an argumentative essay;
5. Begin to think imaginatively and creatively.

**Essential Materials**

- [www.apa.org](http://www.apa.org)
- [www.criticalthinking.org](http://www.criticalthinking.org)
- [www.iws.cccd.edu/jmiller](http://www.iws.cccd.edu/jmiller)
- [www.skills4study.com](http://www.skills4study.com)

**Supplementary Materials**


<table>
<thead>
<tr>
<th><strong>Introduction to Management</strong></th>
<th>5 ECTS</th>
<th>Banner Code: MGTH 0062</th>
<th>CRN: 80264</th>
<th>Level 6</th>
<th>Assessment Method: CA</th>
</tr>
</thead>
</table>

**Description of Module / Aims**

The aim of this module is to provide students with a fundamental knowledge of business, organisations and administration as a basis for managerial practice within the Hospitality and Tourism Sectors.

**Indicative Content**

- Understanding Organisations and the role of management in the Tourism & Hospitality Sector.
- Historical development of management theory and its contribution to contemporary management practice.
- The Business environment and its influence on the management of organisations.
- Ethical considerations and the value of corporate and social responsibility when managing organisations.
- Understanding the nature of decision making and group decision making as a function of management.

**Learning Outcomes**

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

1. Outline and describe nature of Management in the Tourism & Hospitality Sector.
2. Identify the activities that constitute the roles of Management within Tourism & Hospitality Organisations.
3. Discuss the development of management theory and its influence on contemporary management practice.
4. Evaluate the influence of the business environment on Tourism & Hospitality Organisations.
5. Appreciate the issues surrounding corporate social responsibility and its influence on contemporary organisations.
6. Understanding the nature of decision making and group decision making as a function of management.

**Essential Materials**


**Supplementary Materials**

At the end of this module students will have developed techniques and processes essential to professional cookery, reflecting the importance of larder work; this module provides students with a detailed understanding of these commodities. The module will integrate both practical work with theory and assist in the development of the students’ core food professional skills, competencies and knowledge in culinary arts. The module also introduces the student to the Mediterranean region and specific food commodities and culture.

**Indicative Content**

- Butchery and Fishmonger; Identify a range of fish, meat offal, poultry and game commodities, be familiar with the classifications, quality points and cuts which are associated with these products.
- Apply relevant skills and techniques involved in the preparation of each of the commodities; Apply smoking, curing, marinating and pickling to relevant commodities; Apply cost control procedures associated with fish, meat, offal, poultry and game.
- Sandwiches: Identify breads and bases of national and international origin used in the production; Prepare a range of hot and cold classical and innovative sandwiches using appropriate; garnishes and presentation styles.
- Apply cost control procedures associated with hot and cold sandwiches.
- Salads and hors d’oeuvres: Identify the range of commodities that are widely used in the preparation of salads, hors d’oeuvres, dressings and cold sauces and creatively produce a range of traditional and innovative salads, hors d’oeuvres using a wide variety of ingredients and techniques.
- Demonstrate the importance of aesthetics, balance, flavour and texture in the production and presentation of salads, hors d’oeuvres, dressings and sauces. Apply cost control procedures associated with salads, hors d’oeuvres, dressings and sauces.
- Healthy Options: Identify a range of products associated with healthy options; Evaluate the health benefits of the range of products; Produce a range of nutritionally balanced dishes associated with specific dietary requirements; Apply cost control procedures associated with healthy options.
- Mediterranean Cuisine: Identify a range of products and equipment used in Mediterranean Cuisine region.
- Assemble a cheese board of Mediterranean origin; Apply cost control procedures associated with Mediterranean Cuisine; Applied hygiene and safety Personal hygiene, environmental hygiene and work practices; Correct use of knives and kitchen equipment and machinery.
- Apply the processes and techniques necessary to produce a range of pastes, breads and sponge products.
- Produce a range of bread products including soda, yeast and flavoured.
- Production of a range of pastry products using the following pastes; short, sweet, choux and puff.
- Produce a range of sponges and sponge products including fatless sponge, enriched sponge, fillings and coatings.

**Learning Outcomes**

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

1. Demonstrate knowledge of the classification and quality points of fish, meat, poultry and game and apply the required practical skills associated with the culinary use of each.
2. Demonstrate the ability to produce a range of hot and cold sandwiches reflective of industry trends.
3. Distinguish, classify and through practical application produce a variety of traditional and innovative salads, hors d’oeuvres, dressings and sauces.
4. Identify the origin, quality and use of a variety of healthy option food products and produce a range of modern and innovative healthy option food dishes. Produce a range of nutritionally balanced dishes associated with specific dietary requirements.
5. Identify the origin, quality and use of a variety of food products from the Mediterranean Region and produce a range of classical, modern and innovative dishes from the Mediterranean Region
6. Apply professional hygiene and safety practices in accordance with Food Safety Authority of Ireland (FSAI) training standards.
7. Apply Cost Control procedures.
8. Have knowledge of the commodities, equipment, techniques and the range of convenience products related to pastry production.

**Essential Materials**

- [www.bbc.co.uk/food](http://www.bbc.co.uk/food)
- [www.bordbia.ie](http://www.bordbia.ie)

Supplementary Materials
- www.BIM.ie
- www.frenchculinary.com

### Gastronomy 1.2

| 5 ECTS | Banner Code: CULT 0017 | CRN: 91136 | Level 7 | Assessment Method: EXAM |

**Description of Module / Aims**

This module builds on the knowledge already gained in Gastronomy 1.1. It looks at the relationship between food and culture, food and religion and the social functions of food. It focuses on the how, what and why of eating and the impacts of food supply and food choice.

**Indicative Content**

- Food and Culture: Prestige and status, Food Ideology and Social function of food.
- Food and Religion: Taboos, Superstitions, Feasts and Rituals.
- Food Choices: Models of buyer behaviour, Political influences, Economic and Technological influences.
- Diets: Psychological influences, Lifestyle, Peer pressure, Motivational factors and Fad diets.
- Media: Types, Impact of media on culinary arts, Food Guides.
- Harmonisation of Food and Drink: Wine Production, Old and New world wines, Marriage of food and wine, Artisan Beers.

**Learning Outcomes**

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

1. Investigate the links between food, culture and religion.
2. Evaluate the political, technological, social and environmental issues impacting on food supply.
3. Explore the concept of consumer behaviour in relation to food.
4. Examine the popularity of 'fad' diets and the rise in obesity levels.
5. Analyse the impact of the media on culinary arts.

**Essential Materials**


Supplementary Materials

- The Culinary Institute of America, C.I. A. Introduction to Gastronomy. Chichester, United Kingdom: John Wiley and Sons Ltd, 2016.

### Nutrition & Scientific Principles

| 5 ECTS | Banner Code: CULI 0008 | CRN: 78446 | Level 6 | Assessment Method: EXAM |

**Description of Module / Aims**

This module provides the student with an understanding of nutrition and scientific principles, underpinning culinary arts to facilitate creative menu planning and food production.

**Indicative Content**

**Nutrition**

- Nutrients
- Structure
- Function
- Food source and quality
- Water
- Energy: values and expenditure
- Loss of nutritional value, nutritional stability in the food cycle and its control
- The diet: balanced diet, dietary habits, “we are what we eat”, current dietary trends
- Dietary guidelines and recommendations.
- Diet and disease: obesity, heart disease, cancer etc.
- Carcinogens and food
• Food intolerances and food allergies
• Dietary needs: vegetarians, diabetics, coeliac, food allergies, low calorie diets, low Fat-cholesterol, low salt, high fibre

**Food of the future**
• Genetic modification of foods
• Irradiation of foods
• Functional foods
• Organic food production
• Biodynamic food production
• Whole foods

**Menu analysis**
• Planning of creative menus to meet special dietary needs and assist in lowering the risk of heart disease, obesity and cancer
• Recipe modification through a critical examination of ingredients, preparation and cooking Method
• Nutritional analysis using composition of food tables

**Natural Foods**
• Physical and chemical structure of natural foods to include:
  • Meat Poultry
  • Fish milk and milk products
  • Eggs
  • Fats and oils
  • Vegetables
  • Fruit pulses
  • Cereals and grains

**Factors influencing the properties of natural foods to include**
• Temperature
• Air
• Moisture
• Other ingredients

**Food Preservation**
• Sous-vide
• Irradiation
• Modified atmospheric packaging
• Aseptic packaging
• Waxing
• Sulphur dioxide
• Additives
• Futuristic preservation

**Packaging**
• Role of packaging in food preservation
• Packaging materials and forms

**Labelling / Legislation**
• Importance of labelling to include labelling terms
• Current legislation relating to food preservation Method, packaging and labelling

**Learning Outcomes**
*On successful completion of this module, a student will be able to:*
1. Explain the factors which influence food choice.
2. Understand the role of nutrients in the body, their impact on good health, special dietary needs, current dietary trends and dietary recommendations.
3. Demonstrate an ability to explore evaluate and apply nutritional knowledge to creative menu planning in order to meet customer needs.
5. Demonstrate an ability to explore, evaluate and apply the scientific principles, which characterise the properties of natural foods.
6. Understand the principles of food preservation Method.

**Essential Material**
Drummond, K., (1997), Nutrition for the Food Service Professional, Van Nostrand Reinhold, 3rd Edition

Supplementary Materials
- CERT, Application of Science to Foods: Folder 1 & Folder 2 Lecturing Resources,
- Applied Food Science (1999), Module for the Professional Chef, CERT
- Campbell – Platt, G. (2009), Food Science and Technology. Wiley –Blackwell. UK
- www.indi.ie.eu.org
- www.eufic.org
- www.ific.org
- www.eatright.org
- www.nal.usda.gov/finic/
- www.foodlineweb.co.uk
- www.nutrition.org.uk

<table>
<thead>
<tr>
<th>Information &amp; Communication Technology</th>
<th>5 ECTS</th>
<th>Banner Code:</th>
<th>CRN:</th>
<th>Level 6</th>
<th>Assessment Method:</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>COMM 0069</td>
<td>88466</td>
<td></td>
<td>CA</td>
</tr>
</tbody>
</table>

Description of Module / Aims
This module aims to allow students to develop key skills vital for third level education and also for the work environment, with particular emphasis on communicative and technological skills. It also aims to provide students with an understanding of computer concepts and terminologies as well as allowing them to become proficient with computing applications. The students will demonstrate an ability to use software packages that are specific to modern culinary management systems.

Indicative Content
- Be able to comprehend and apply presentation preparation, graphics and presentation delivery: the use of presentation software in applying communication theory to an oral presentation; slide design; using objects, clip art, screen transitions and animations via presentation software.
- Spreadsheets: Explication of spreadsheets and their applicability to the culinary industry. Creation of advanced spreadsheets including the manipulation, reporting, statistical analysis and graphical representation of data in spreadsheets.
- The use of word processing features including formatting text and documents, menu design and recipe development.
- Understanding the use of the Internet and Social Media as research and communications platforms.
- Demonstrate an appreciation and comprehension of culinary management systems e.g. ChefTalk and Kitman.
- Explication of databases. Design and development of databases including the recording, querying, modifying and deleting of data.

Learning Outcomes
On successful completion of this module, a student will be able to:
1. Understand the application of written communication through the use of computing applications such as MS Office to create and prepare suitable and professional presentations.
2. Identify the key elements involved in an oral presentation and demonstrate the ability to orally communicate information confidently, using technological supports effectively where appropriate.
3. Explain and use the basic principles of spreadsheet software for standardisation of culinary operations and menu engineering.
4. Define and demonstrate a comprehensive appreciation in the use of electronic management systems applied to culinary industry.

Essential Materials
Organisational Behaviour (E) 5 ECTS  Banner Code: ORBH 0001  CRN: 60564  Level 8  Assessment Method: CA

**Description of Module / Aims**
Introduce the student to the individual and social processes that influence behaviour in organisations and to enhance the students understanding of the link between the human resources of the organisation and organisational effectiveness.

**Indicative Content**
- Nature of the organisation and of organisational behaviour.
- Individual characteristics, Personality, Intelligence, Aptitude, Attitudes, Emotions, Perception.
- The Intrapersonal Level, Individual Processes, Learning, Motivation and Job Design, Work Place Stress
- The Interpersonal Level, The Group. Formation. Structure. Team Roles, Team Development, leadership, Power, Politics and Conflict
- The Organisational Level. Organisational Culture and Climate, Managing organisational conflict, Managing organisational change. Managing diversity.

**Learning Outcomes**
*On successful completion of this module, a student will be able to:*
1. Display an integrated view of organisational behaviour embracing both theory and practice.
2. Analyse and propose solutions to organisational behaviour issues in workplaces
3. Explain important intrapersonal processes, such as personality, perception and learning, discussing their impact on organisational effectiveness
4. Discuss leadership, motivation and job satisfaction explaining their practical application to management.
5. Evaluate key aspects of group and team composition and formation, including stages of group development, norms and roles
6. Explain the causes and consequences of conflict at work and approaches that can be taken to resolve conflict at work.
7. Discuss the concept of organisational culture and its impact on individual behaviour and organisational performance within culinary contexts.

**Essential Materials**

**Supplementary Materials**
**Advanced Culinary Skills**

<table>
<thead>
<tr>
<th>ECTS</th>
<th>Banner Code: FOOD 0018</th>
<th>CRN: 88473</th>
<th>Level 7</th>
<th>Assessment Method: CA</th>
</tr>
</thead>
</table>

**Description of Module / Aims**

This module is designed to facilitate the student’s emerging role as a professional chef. Students will be encouraged to develop their own contemporary ideas from global and emerging cuisines.

**Indicative Content**

- Buffet Preparation, Design and Presentation
- Buffet Planning and Cost Control
- Workplace and Food Safety
- Current Trends
- Contemporary Cuisine
- Modernizing the Classics
- Concepts of Composition

**Learning Outcomes**

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

1. Identify the origin, quality and use of a variety of products and techniques appropriate to Irish, European and global contemporary cuisine
2. Explore with innovation the concepts of composition, taste, design, texture and current trends
3. Prepare a range of raw and cooked forcemeats, pâtés and terrines using a variety of commodities, techniques and presentation. Use a wide range of advanced cutting skills including knife tools and use modern professional kitchen equipment
4. Design, prepare and present a buffet event. Extend techniques developed in year one to adapt classical dishes and confectionery products to a contemporary style, using extensions of core pastry, baking and dessert techniques
5. Evaluate and implement relevant food hygiene, cost and quality control procedures associated with buffet

**Essential Materials**


**Supplementary Materials**


**Oenology**

<table>
<thead>
<tr>
<th>ECTS</th>
<th>Banner Code: HOSP 0025</th>
<th>CRN: 88552</th>
<th>Level 8</th>
<th>Assessment Method: CA</th>
</tr>
</thead>
</table>

**Description of Module / Aims**

This module aims to provide learners with a core understanding of wines; it explores the major grape varieties and important wine regions in which they are grown.

**Indicative Content**

- Introduction to Wine
- Wine tasting evaluation
- Wine and Food
- Service of wine
- Production Method
- Wine classifications
- Labelling regulations
• Wine lists and their composition
• Wine market in Ireland

**Learning Outcomes**

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

1. Demonstrate an understanding of Wine and its constituent parts.
2. Comprehend production Method and grape varieties.
3. Display all relevant knowledge in wine tasting principles.
4. Apply the principles of matching wine and food.
5. Formulate the composition of a wine list.
6. Evaluate the nature of the wine industry in Ireland.

**Essential Materials**

- WSET. www.wsetglobal.com
- Decanter. www.decanter.com
- Food and Wine Magazine. www.foodandwine.ie

**Supplementary Materials**

- Wine Folly. www.winefolly.com

---

**Food Analysis Culinary Arts**

<table>
<thead>
<tr>
<th>ECTS</th>
<th>Banner Code: CULI 0065</th>
<th>CRN: 91022</th>
<th>Level 6</th>
<th>Assessment Method: CA</th>
</tr>
</thead>
</table>

**Description of Module / Aims**

The determination of nutritional value is critical to the food industry to ensure compliance with labelling/legal requirements and to assess product quality. The aim of this module is to introduce the student to the basic principles of analytical techniques commonly used to determine the chemical composition of foods. The module will provide the student with both theoretical and practical knowledge of techniques for the determination of macro and micro nutrients within food.

**Indicative Content**

- Review of food nutrient groups; chemical structure and properties of nutrients.
- Introduction to chemistry of food components.
- Principals of chemical analysis.
- Quantitative analysis of foods for moisture, lipids, proteins, carbohydrates, vitamins and minerals.
- Full compositional analysis of selected foods.
- Laboratory safety and safe disposal of chemical.

**Learning Outcomes**

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

1. Describe the chemical structure and properties of food nutrients.
2. Discuss the principles of and procedures for standard methodologies in food analysis.
3. Apply quantitative analytical techniques to a wide range of foods.
4. Report on a range of food analytical techniques for a variety of food groups.

**Essential Materials**


**Supplementary Materials**


---

**Basic Financial Accounting**

<table>
<thead>
<tr>
<th>ECTS</th>
<th>Banner Code: ACCH 0005</th>
<th>CRN: 16939</th>
<th>Level 6</th>
<th>Assessment Method: EXAM</th>
</tr>
</thead>
</table>

**Description of Module / Aims**

This module is to develop knowledge of the techniques used to prepare yearend financial statements, including necessary underlying records.

**Indicative Content**

- Recording business transactions.
• Books of original entry.
• Balancing double entry accounts.
• Trial Balance.
• Introduction to final accounts of sole traders.
• Depreciation.
• Accruals and prepayments.
• Bad Debts.
• Stakeholders, their information needs, the qualitative characteristics of financial information and the assumptions made when preparing financial statements.

Learning Outcomes
On successful completion of this module, a student will be able to:
1. Record business transactions to trial balance stage.
2. Prepare and complete books of original entry and ledgers.
3. Prepare basic financial accounts for sole traders including depreciation, accruals, prepayments and bad debts.
4. Demonstrate an understanding of the conceptual framework of accounting.

Essential Materials

Supplementary Materials

Entrepreneurship Innovation & Tourism (E)

<table>
<thead>
<tr>
<th>5 ECTS</th>
<th>Banner Code: ENTR 0015</th>
<th>CRN: 88554</th>
<th>Level 8</th>
<th>Assessment Method: CA</th>
</tr>
</thead>
</table>

Description of Module / Aims
This module has been designed to give students the knowledge and skills required for entrepreneurial ventures.

Indicative Content
• The nature of entrepreneurship and entrepreneurial ventures.
• The entrepreneurial process – creativity and business opportunity.
• Developing and testing business concepts.
• Financing entrepreneurial ventures.
• Strategies for growth and development.
• Managing and organising for Growth and development.
• Entrepreneurial leadership and business ethics.

Learning Outcomes
On successful completion of this module, a student will be able to:
1. Understand the nature of entrepreneurship and the characteristics of entrepreneurial ventures.
2. Employ creative and analytical skills to generate and evaluate entrepreneurial business concepts.
3. Identify and evaluate financing opportunities for new business ventures.
4. Be able to integrate previous management, marketing and operational knowledge in a coherent way to formulate effective strategic policy.
5. Understand the skills and analytical tools necessary to evaluate and make strategic choices.
6. Recognise the skills and knowledge required to lead and manage an entrepreneurial venture.
7. To recognise the importance of leadership and business ethics in the management of entrepreneurial ventures.

Essential Material

Supplementary Materials

Culinary Operations 1.1

<table>
<thead>
<tr>
<th>10 ECTS</th>
<th>Banner Code: CULI 0002</th>
<th>CRN: 78406</th>
<th>Level 7</th>
<th>Assessment Method: CA</th>
</tr>
</thead>
</table>
Description of Module / Aims
This is a practical module that allows students to reinforce and consolidate the learning in Year 1 while providing a vehicle through which a number of learning outcomes can be achieved. The module will integrate both practical work with theory and assist in the development of the students, core food professional skills, competencies and knowledge in culinary arts.

Indicative Content
- Food purchasing/ storage and control.
- Food & revenue control
- Menu planning
- Production systems
- Parti System/ deployment
- Specialised forms of service
- Marketing, sales and customer care
- Management of quality
- Hygiene & food legislation
- Pairing of food and beverage
- Waste & energy management

Learning Outcomes
On successful completion of this module, a student will be able to:
1. Demonstrate the importance of planning aspects associated with menu compilation.
2. Apply an organizational approach to kitchen management.
3. Develop an understanding of the importance of cost control to the modern chef.
4. Demonstrate the procedures of quality control in a practical sense.
5. Identify the importance of food safety & hygiene.
6. Evaluate the role of Supervision in a production kitchen.
7. Organise and execute a student led production.
8. Explore with confidence the development of modern plated and individually styled pastry products for live service.

Essential Materials

Supplementary Materials
holistic understanding of Food, Energy and Sustainability Issues. Also engagement with WIT Artisan Market is a great opportunity for learners to engage with producers which also fosters an entrepreneurial culture. Together with developing a responsible awareness of the module learners have invaluable opportunities to engage with their local communities and business' and researchers thereby also gaining appreciation of the benefits of networking.

Indicative Content
- Define Sustainability, Food and Energy.
- Menu Law with emphasis on Menu Terminology, Calorie Counting and Allergens.
- Supply Chains management - Grow it Yourself (GIY) and GROW HQ Case Study.
- Sustainable Energy Options for Restaurants = Camphill, Kilkenny Fieldtrip.
- National Food Tourism Strategy.
- Programme Planning for Food Tourism.

Learning Outcomes
On successful completion of this module, a student will be able to:
1. Explain the differing approaches to supply chain management and its impact on food service operations.
2. Appreciate the contribution that Artisan food producers make to the Restaurant sector and to Food Tourism.
3. Promote the WIT Artisan Market as it is operated in the Atrium outside Restaurant Practical Class on Tuesdays.
4. Recognise alternative Best Practice Sustainable Energy options suitable for urban and rural Restaurants.
5. Discuss Local innovative Sustainable flagship developments, Organisations and renowned Nutritional Research.
6. Develop a Micro Food Tourism Co-operative Plan.
7. Understand Menu language, Calorie Counting and Allergens in relation to current Menu Law
8. Develop personally - Living and working Sustainability.

Essential Materials

Supplementary Materials

Food Microbiology for Culinary

<table>
<thead>
<tr>
<th>ECTS</th>
<th>Banner Code</th>
<th>CRN</th>
<th>Level</th>
<th>Assessment Method</th>
</tr>
</thead>
<tbody>
<tr>
<td>5</td>
<td>CULI0066</td>
<td>91026</td>
<td>6</td>
<td>CA</td>
</tr>
</tbody>
</table>

Description of Module / Aims
This module will describe basic microbiology, covering the biology of micro-organisms and the techniques used to study them. In addition, this module will also describe the role of a number of microbes in food spoilage, food poisoning and food fermentation’s. Food preservation and quality assurance are also covered.

Indicative Content
- Structure and growth of bacteria, fungi, viruses, algae and protozoa
- Identification of a number of common bacteria and fungi
- Cultivation of micro-organisms, microbial growth and its measurement
- Food poisoning and food-borne disease
- Food fermentations, probiotics, prebiotics
- Food spoilage
- Factors affecting the growth of micro-organisms in food
- Method of food preservation and control of microbial growth
- Topical food safety issues and food safety management (HACCP)
- Microbiological quality assurance testing Method: testing of foods for general quality, indicator organisms and specific pathogens

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

- Recognise how to isolate, purify and culture bacteria and fungi for microscopic examination.
- Estimate microbial numbers in cultures.
- Examine the major groups of microbes as they relate to food.
- Examine food microbiologically for indicator organisms and specific pathogens.
- Discuss food poisoning, food borne disease and their prevention.
- Identify Method used for food preservation and the control of microbial growth.
- Outline different types of food fermentations including the role of starter cultures.
- Discuss the potential of functional foods containing probiotics or prebiotics.

Essential Materials

Supplementary Materials
- www.fsai.ie

Costing and Budgeting for Culinary Arts

<table>
<thead>
<tr>
<th>5 ECTS</th>
<th>Banner Code: COST 0055</th>
<th>CRN: 88497</th>
<th>Level 6</th>
<th>Assessment Method: EXAM</th>
</tr>
</thead>
</table>

**Description of Module / Aims**

Give the student an overview of the concepts and uses of cost accounting within a culinary management context.

**Indicative Content**

- Cost Control and Calculations, Calculation of net and gross profit margins.
- Price setting including assigning menu prices, Product cost percentage, Product contribution margin.
- Cost analysis including determining actual and attainable product costs, Price considerations, Overhead costs.
- Labour costs (PAYE, PRSI, USC) including Irish employment entitlements, Turnover, Break-even, Kitchen percentages.
- Basic hotel and catering calculations including accommodation, food and beverage.
- Forecasting and Statistical Data, Volume forecasting, Menu item forecasting.
- Forecasting beverage sales, Sales analysis and marketing plan.
- Operating ratios including marginal costing, Break even charts.
- Controlling other expenses, Managing other expenses.
- Costs related to food and beverage operations, Costs related to facility maintenance, Costs related to labour, Occupancy costs.
- Controllable and non-controllable other expenses, Monitoring other expenses, Reducing other expenses.
- Treatment of overheads in the hospitality industry. Traditional and ABC approach.
- Pricing Method in relation to the hospitality industry.
- Budgeting, Nature and purpose of budgets, Preparation of budgets for the hospitality industry, Budgetary Control.

**Learning Outcomes**

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

1. Understand basic management accounting principles, concepts and rules;
2. Introduction to management accounting (elements and nature of costs);
3. Application of materials including purchasing procedures and materials evaluation;
4. Labour costs and different remuneration policies;
5. The treatment of overheads which are applicable to culinary management;
6. The nature and purpose of budgets;
7. Application of portion control concepts and their effect on wastage.

**Essential Materials**

- Barkeeper. [www.barkeeper.ie](http://www.barkeeper.ie)
- Business World. [www.businessworld.ie](http://www.businessworld.ie)
- Business and Leadership Magazine. [www.businessandleadership.com](http://www.businessandleadership.com)
- Business plus. [www.bizplus.ie](http://www.bizplus.ie)
- Enterprise Ireland. [www.enterprise-ireland.com](http://www.enterprise-ireland.com)
- Failte Ireland. [www.failteirelandfoodtoolkit.ie](http://www.failteirelandfoodtoolkit.ie)
- Institute of Hospitality. [www.hcima.co.uk](http://www.hcima.co.uk)
Waterford Institute of Technology
School of Humanities
Exchange Programme Module Listing

- Irish Business Facts. [www.finfacts.ie](http://www.finfacts.ie)
- Restaurant Association of Ireland. [www.ra.ie](http://www.ra.ie)
- Revenue Irish Tax and Customs. [www.revenue.ie](http://www.revenue.ie)
- Sunday business post. [www.undaybusinesspost.ie](http://www.undaybusinesspost.ie)
- Business and finance. [www.businessandfinance.ie](http://www.businessandfinance.ie)

Supplementary Materials

### Research Method & Statistics (E)

<table>
<thead>
<tr>
<th>ECTS</th>
<th>Banner Code:</th>
<th>CRN:</th>
<th>Level 8</th>
<th>Assessment Method:</th>
</tr>
</thead>
<tbody>
<tr>
<td>5</td>
<td>RESA 0066</td>
<td>65022</td>
<td>8</td>
<td>CA</td>
</tr>
</tbody>
</table>

**Description of Module / Aims**
The module is designed to introduce students to the elements of statistical research.

**Indicative Content**
- Stages of the Research Process
- Primary and secondary sources of information
- Ethnographic and survey research
- Questionnaire design
- Validity and Reliability
- Data analysis using Statistical Package for Social Sciences

**Learning Outcomes**
*On successful completion of this module, a student will be able to:*
1. Understand the stages and activities required for a research project.
2. Identify an appropriate research topic and present individual research objectives as part of a formal research proposal.
3. Carry out statistical research in a competent manner for projects and dissertations.
4. Analyse data using a statistics package, interpret and report the results.

**Essential Materials**

**Supplementary Materials**

### Contemporary Food Policy

<table>
<thead>
<tr>
<th>ECTS</th>
<th>Banner Code:</th>
<th>CRN:</th>
<th>Level 8</th>
<th>Assessment Method:</th>
</tr>
</thead>
<tbody>
<tr>
<td>5</td>
<td>FOOD 0016</td>
<td>88511</td>
<td>8</td>
<td>CA</td>
</tr>
</tbody>
</table>

**Description of Module / Aims**
This module is developed to introduce theoretical concepts and empirical aspects of food policy and outline its current debates; absolute and comparative advantage; food policy and trade linkages and contemporary food system. To develop a critical understanding of, and potential expertise in the power structures, driving forces and levers for change in policy and practice in food within a global context and on various consumer groups. Case studies of particular themes or places will be used to draw out specific and general issues; examples of critical areas for current debate will be highlighted.

**Indicative Content**
- Defining food policy.
- Conceptual framework of food systems: Evolution of modern food policy; Political economics; Stakeholder analysis; Food policy in the global food system; Government intervention; Human health and nutrition policies.
- Global food systems approach.
- Industrialised food production, Economic importance of agricultural production; Food manufacturing, Retail and Supply chains.
• Governance and Institutions; Institutions on Economics; Governance and the food systems; International governance.
• Global challenges for food production; Climate change and food systems.
• Population growth, food and energy costs, food sovereignty, food insecurity; Food and the environment, production and consumption ratios.
• Food Behaviour, consumerism and culture.
• Culture, cuisine and food; Sociology of food and food as morality and control; Inequality, poverty and social justice; Food movements and food democracy.

Learning Outcomes
On successful completion of this module, a student will be able to:
1. Define food policy and appreciate the importance of food policy in development employing different theoretical approaches to the study of food policy.
2. Identify the emerging trends that influence food policy and their effects on consumer environments and its affects upon different consumer groups.
3. Rural communities, the environment, agriculture, food processing and retailing through the basis of globalisation, trade and development; Sustainable livelihoods analysis; supply chain management of policies which impact on industry, government and the consumer.
4. Illustrate the impact of food policy and of the regulatory framework on price, production, trade flows, and incomes.
5. Assess the impact of contemporary food policies and regulation in selected developed market economies; and
6. The implications of current policy developments for the Irish agricultural and food sectors.
7. Critique and discuss global challenges for food production within the context of food policy to processes of global agri-food systems and food security.

Essential Materials
• Watson, D. Food Policy for Developing Countries: The role of Government in Global, National and Local Food Systems. USA: Cornell University Print, 2011.

Supplementary Materials
• Friedman, T. Hot, Flat and Crowded: Why We Need a green Revolution. Farrar: Strauss & Giroux, 2008.

Pastry & Confectionary 1.1
10 ECTS
Banner Code: CULT 0011
CRN: 74572
Level 7
Assessment Method: CA

Description of Module / Aims
This module is designed to give learners the opportunity to develop specialist expertise and artistic ability in the area of bakery and confectionery.

Indicative Content
• Recipe Formulation.
• Bakery Products.
• Entremets.
• Product Costing.

Learning Outcomes
On successful completion of this module, a student will be able to:
1. Formulate recipes for the creation of new pastry products.
2. Analyse current market needs, and design modern and innovative products to meet these needs.
3. Produce a range of bakery products including European and International specialties.
4. Understand and evaluate the cost factors involved in the production of specialty pastry products.

Essential Materials

Supplementary Materials

Media & Visual Arts 1: Writing About Food (E)

<table>
<thead>
<tr>
<th>ECTS</th>
<th>Banner Code</th>
<th>CRN</th>
<th>Level</th>
<th>Assessment Method</th>
</tr>
</thead>
<tbody>
<tr>
<td>5</td>
<td>FOOD 0020</td>
<td>88525</td>
<td>8</td>
<td>CA</td>
</tr>
</tbody>
</table>

Description of Module / Aims
Enable students to gain a detailed knowledge of the way in which culinary events are presented and managed. Develop students’ imagination, creativity, communication skills and self-confidence through practical tasks in written activities.

Indicative Content
• Case studies of relevant practitioners.
• Establish a specific business social media presence.
• Establish network of ‘friends’ and contacts.
• Research related activities in social media.
• Create a blog.
• Set-up a social media / blog work plan.
• Creative careers through blogging, writing and media engagement.
• Working with and creating budgets.
• Creating press releases.
• Food festivals and events.
• Sponsorship proposals and partnerships.
• Funding and funding applications.

Learning Outcomes
On successful completion of this module, a student will be able to:
1. Give detailed examples of how a specific organisation and/or chef within the culinary arts sector is presented within the public domain;
2. Create a press release and budget for a food related event;
3. Use social media as a visual communication tool;
4. Create a presence on social media channels;
5. Establish a coherent visual communication strategy in various social media platforms;
6. Demonstrate an understanding of social media as a promotional tool;
7. Commission and maintain a blog including a written and a photographic record of work.

Essential Materials

Artisan & Specialty Food Production 1 (E)

<table>
<thead>
<tr>
<th>ECTS</th>
<th>Banner Code</th>
<th>CRN</th>
<th>Level</th>
<th>Assessment Method</th>
</tr>
</thead>
<tbody>
<tr>
<td>10</td>
<td>FOOD 0009</td>
<td>88532</td>
<td>8</td>
<td>CA</td>
</tr>
</tbody>
</table>

Description of Module / Aims
This module is developed to equip students with awareness and technical understanding of the theories, concepts and Method appropriate to a wide range of hand-crafted Artisan food products, suitable for small business purposes, principally
for sale at farmers markets and artisan shops. It offers students opportunities in preparation and cooking of artisan and delicatessen food products for retail and wholesale distribution.

Indicative Content
- Artisan bread products: Buttermilk scones, soda bread, yeast and enriched dough products, European specialty breads, rye, sourdoughs, gluten free breads.
- Preserving: Pickling- Chutneys, vegetables, seaweed, eggs, preserved lemons, piccalilli, artisan mustards. Jams – fruit and savoury, sweet chilli, onion marmalade and lemon curd.
- Drying/Candying: Fruit, vegetables, biltong, fruit paste, crisps, leathers, Vinaigrettes, flavoured oils, dressings, tapenades, pesto’s.
- Butchery: History of butchery, what tools to use and how to use them safely, various livestock and how they are slaughtered, muscle structure and the composition of various carcasses, the benefits of hanging meat, different cuts of meat, traditional breeds of farm yard animals, use of lesser cuts of meat.
- Traditional artisan Method of curing and smoking: The importance and quality of meat and curing ingredients, science behind curing, dry curing, brining, ham, brining ox tongue, dry curing pork belly, traditional corned beef, spiced beef, smoked oysters and mussels, hot and cold smoking, smoked duck.
- Cheese making: Soft cows and goat’s cheese, yoghurt, butter, rennet products.
- Artisan Cider Making: Historical cider making, apple varieties, equipment, pressing and milling processes, fermentation, bottling, storing and maturation.
- Defining the role of Artisan Food Production in Society: Characteristics of community driven artisan food production and their markets.
- Effects of artisan food production upon rural landscapes, food quality, lifestyles and communities.
- Categories of food events both nationally and globally and possess ability to conduct in depth comparative analysis.
- Evaluation of social and cultural factors affecting planning systems and cultural consumption of artisan foods.
- Food Tourism as a special interest tourism product.

Learning Outcomes
On successful completion of this module, a student will be able to:
1. Define and demonstrate a comprehensive appreciation in planning, preparing, production and sale of a range of modern Artisan food products.
2. Assess and critique existing Artisan food ranges and those of Irish food origin.
3. Exercise appropriate judgment and knowledge when selecting Artisan food products for prototyping purposes.
4. Record accurately the outcomes of product development sessions and provide quality written accounts accompanied by photographic and/or appropriate evidence.
5. Understand and define the importance of artisan food events and local planning systems within regional and national contexts.
6. Conceptualise festival based culinary tourism through the medium of artisan food events and festivals.

Essential Materials

Supplementary Materials

| Food Innovation 1 (E) | 15 ECTS | Banner Code: FOOD 0004 | CRN: 82503 | Level 8 | Assessment Method: CA |

NB: Prerequisite/Co-requisite Requirements
- Food Microbiology
- Food Analysis

Description of Module / Aims
This module is designed to uniquely bridge the knowledge gap between science, culinary arts and business. It offers a combination of critical, reflective and technical knowledge in the development of innovation in new food product development.

**Indicative Content**

- Food Product Development
- Food identification and awareness in food product development.
- Culinary ingredients and associated cooking processes.
- Impact on food supply and models of food choice.
- Cultural specificity.
- Defining new product development concepts, processes and characteristics.
- Concept generation and ideation models.
- New product development trends, success and failure rates in food product development, incorporating competitor analysis and voice of the consumer.
- Entrepreneurship
- Entrepreneurs and Entrepreneurship.
- Creativity and opportunity recognition.
- The ingredients of starting a business.
- Capturing and retaining customers.
- The ingredients of starting a business.
- Consumer Behaviour.
- Introduction to Consumer Behaviour:
- The Diversity of Consumer Behaviour, Consumer Research.
- The Consumer as an Individual: Needs and Motivation, Personality, Perception, Learning, Attitudes.
- The Consumer as an Individual: Needs and Motivation, Personality, Perception, Learning, Attitudes.

**Learning Outcomes**

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

**Food Product Development**

1. Define and demonstrate a comprehensive appreciation of the concepts, theories and practices of product development processes and apply these principles in the development of new food product development.
2. Assess and critique food commodities, their associated characteristics and alterations during various wet and dry cooking processes.
3. Interpret the fundamentals of food trends, food choices, food supply chains and cultural diversity within a gastronomic context.
4. Formulate a new food product concept through evaluation and application of various food ideation models.
5. Summarise new product development success factors and reasons for failure within an innovative market orientated environment.

**Entrepreneurship**

6. Define and demonstrate the skills of entrepreneurship
7. Demonstrate an ability to critically assess ideas and concepts
8. Perform a market and competitor analysis
9. Convince others of the value of his/her proposition
10. Decide on business direction: whether to grow, maintain or exit

**Consumer Behaviour**

11. Analyse consumer behaviour and its applications in marketing
12. Illustrate the importance of understanding the consumer as an individual, by exploring the psychological characteristics of consumers
13. Evaluate the social and cultural factors affect the attitudes and behaviour of individuals
14. Explore the psychological characteristics of consumers

**Market Research**

15. Describe and explain the steps in the marketing research process.
16. Discuss the role and importance of information in the management decision process.
17. Explain thoroughly the type and application of various primary research Method.
18. Enhance student market research problem-solving abilities.
19. Nature of Marketing Research Theory: role in managerial decision making; process of marketing research; limitations of
20. Research Design: definition of research design; research design alternatives; marketing research proposal
21. Secondary Data Collection and Analysis: primary versus secondary data
22. Introduction to Primary Research Data Collection Method: quantitative Method; qualitative Method

Essential Materials

Supplementary Materials

Journals and Websites
- British Food Journal
- European Food Science and Technology
- Scientific American Journal
- Journal of Food Science
- International Journal of Food Research and Technology
- Mintel
- Teagasc
- Enterprise Boards
- FSAI
- FDII
- Bord Bia
- ProQuest Entrepreneurship – ABI Inform Wit Library http://library.wit.ie/LibraryServices/GoingOnline/Databases/

Classical & Contemporary Cuisine 1.1 (E) 10 ECTS Banner Code: FOOD 0015 CRN: 88518 Level 7 Assessment Method: CA

Description of Module / Aims
This module is designed to give learners the opportunity to develop specialist expertise and creative ability in the areas of classical and contemporary cuisines.

Indicative Content
- Classical and Traditional Cookery.
- Modernising the classics.
- Innovative Development.
- Product Costing.

Learning Outcomes
On successful completion of this module, a student will be able to:
1. Produce a range of classical and contemporary products including modern European, Irish and Nordic Cuisine.
2. Evaluate the effect of modern trends on style, preparation and presentation of contemporary cold work.
3. Analyse current market needs, and design modern and innovative products to meet these needs.
4. Understand and evaluate the cost factors involved in the production of innovative dishes.

Essential Materials

Supplementary Materials

European Food Regulatory Affairs

<table>
<thead>
<tr>
<th>ECTS</th>
<th>Banner Code</th>
<th>CRN</th>
<th>Level</th>
<th>Assessment Method</th>
</tr>
</thead>
<tbody>
<tr>
<td>5 ECTS</td>
<td>FOOD 0012</td>
<td>88565</td>
<td>8</td>
<td>EXAM</td>
</tr>
</tbody>
</table>

Description of Module / Aims
This module is designed to provide students with an understanding of issues involved in the process of regulation of the food industry within the context of International, European and National law.

Indicative Content
• European Union Legislative Process.
• Statute Acts and laws in force in Ireland.
• Food legislation in Ireland on various food commodities and industries.
• Free movement of food in the EU.
• Harmonising food standards in the EU: Labelling Naming and Quality Preservation.
• Food labelling.
• Protected Geographic Indications and additional designations.
• International influence on EU Food Law: ADI, WHO, FAO, Codex Alimentarius, WTO, OIE, IPPC.
• Food Safety Regulation in the EU: risk hazard, risk assessment, risk management and risk communication.
• Farm to fork regulation of the food chain.
• Risk analysis.

Learning Outcomes
On successful completion of this module, a student will be able to:
1. Interpret the process of food regulation demonstrate an understanding of the interrelationship between authorities’ involvement in International, European and National law.
2. Critically evaluate the legal obligations relating to food and food production and the role of regulators in the enforcement of food law and various food commodities used within a culinary context.
3. Analyse information on food safety regulations, the nature and cost of food borne illnesses and seek solutions to political problems and challenges.
4. Understand the concept of farm to fork and the complexity of current and proposed legislation in the area ensuring clear responsibility for food safety at all stages of the food chain from primary production to final product.
5. Critically engage with relevant theoretical ideas from labelling language, designations of AOC, PGI, DOC, meaning, identity and individual practices.

Essential Materials
Description of Module / Aims
This module is designed to give learners the opportunity to develop, produce and evaluate complex and artistic savoury menu items.

Indicative Content
- Complex Items on Introductory or Main courses of a menu.
- Complex Fish and Shellfish Dishes.
- Applied Nutrition and Dietary requirements.
- Product Costing.

Learning Outcomes
On successful completion of this module, a student will be able to:
1. Investigate and apply the principles of art and design to the organoleptic creation of complex and artistic savoury menu items.
2. Analyse and evaluate the visual, textural and gastronomic composition of complex savoury menu items.
3. Analyse and evaluate the cost factors involved in the production of complex and artistic menu items.
4. Provide for the special nutritional and dietary needs of individuals.

Essential Materials

Supplementary Materials

| Pastry & Confectionary 1.2 | 10 ECTS | Banner Code: CULT 0019 | CRN: 78529 | Level 7 | Assessment Method: CA |

Description of Module / Aims
This module is designed to give learners the opportunity to develop specialist expertise and artistic ability in the area of bakery and confectionery.

Indicative Content
- Contemporary Pastry Work.
- Innovative Development.
- Soufflés and cold work.
- Confectionery products.

Learning Outcomes
On successful completion of this module, a student will be able to:
1. Evaluate the effects of modern trends on style, structure and presentation of contemporary pastry work.
2. Formulate recipes for the creation of new confectionery products.
3. Analyse current market needs, and design modern and innovative pastry products to meet these needs.
4. Produce a range of classical and contemporary products including European and international specialties.
5. Understand and evaluate the cost factors involved in the production of specialty pastry products.

Essential Materials

Supplementary Materials

### Media & Visual Arts 2: Food Imagery, Promotion & Design

<table>
<thead>
<tr>
<th>ECTS</th>
<th>Banner Code: FOOD 0017</th>
<th>CRN: 88544</th>
<th>Level 8</th>
<th>Assessment Method: CA</th>
</tr>
</thead>
</table>

**Description of Module / Aims**

This module gives students the skills and opportunity to professionally present their skill set within print, through imagery and design, as well as developing their ability to evaluate their own work and that of other food professionals. It also equips them with an understanding of branding issues; the skills to develop a branding strategy with professional designers; and the knowledge required to liaise with photographers and designers.

**Indicative Content**
- Food critique.
- Presenting to camera.
- Writing design briefs.
- Preparing a presentation for visual communication specialists.
- Production and presentation of a set of product images through food styling, photography, image creation and manipulation.
- Communicating with visual communication specialists.
- Participate in a design dialogue.
- Participate in a brand implementation.

**Learning Outcomes**

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

1. Critically evaluate and critique a dishes or meals of specific chefs and/or restaurants.
2. Communicate the preparation of a dish to camera.
3. Issue and follow up a press release to the print media.
4. Summarise and compile a report on a culinary event for funders and/or industry stakeholders.
5. Develop a promotional strategy and design brief for visual communication specialists.
6. Present a design brief to a designer / photographer and discuss specific requirements as highlighted in the brief.
7. Realise a series of food images to convey the type of products / events to be promoted.
8. Present a culinary arts event in visual and written form to media, clients and industry stakeholders.

**Essential Materials**

**Supplementary Materials**

### Food Innovation 2

<table>
<thead>
<tr>
<th>ECTS</th>
<th>Banner Code: FOOD 0006</th>
<th>CRN: 82517</th>
<th>Level 8</th>
<th>Assessment Method: EXAM</th>
</tr>
</thead>
</table>

**Prerequisite/Co-requisite Requirements**
- Food Microbiology
- Food Process Technology
- Food Innovation 1

**Description of Module / Aims**

This module is developed to equip students with technical knowledge, practicalities and marketing skills needed to develop and commercialise new food products, underpinning and implementing in a practical environment, theories taught in Food Innovation 1. Global Marketing Communications Strategies will explore current and emerging international communications approaches to develop an integrated communications approach. The course will challenge students to develop creative strategies on international issues in advertising, public relations, diverse media channels, personal selling, word-of-mouth marketing, event management, negotiating and sales promotion. The course includes a study of innovative digital marketing techniques.

**Indicative Content**

- Implementation of new food product development process
- Food prototyping & development evaluation
- Discovery, scoping and building a business case
• Development, testing and validation of new food product prototypes
• Post launch review and evaluation of metrics
• Barriers / gates encountered during phased stages of new food product development

**Sensory Testing & Analysis**
• Evaluation of food physical characteristics i.e. colour, texture and viscosity in beverages
• Sensory evaluation of food: taste panels

**Nutritional Declaration, Packaging & Labelling**
• Design food label based on legal legislation for new product
• Use suitable packaging system for new food product

**International Marketing & Social Media**
• Developing an integrated global communication strategy
• Implementing the elements of the marketing mix
• Digital Marketing
• Search engine optimisation
• Emerging digital media
• Measuring digital marketing campaigns

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

**Food Product Development**
1. Demonstrate knowledge and comprehension of the principle concepts, theories and practices of new food product and develop a new food product concept by anticipating consumer needs through market research.
2. Analyse and apply the stage gate process in developing innovative new food prototype categories.
3. Explain the effectiveness of using cross functional team involvement as a business function.
4. Interpret barriers associated with phased stages associated with new food product development process.
5. Appraise, reflect and maintain detailed records of all stages and activities associated with new food product development.
6. Showcase their product and present to industry stakeholders.

**Sensory Testing & Analysis**
7. Apply objective and sensory analysis to new food products.

**Nutritional Declaration, Packaging & Labelling**
8. Demonstrate an understanding of the regulations involved in food, labelling and nutrition declaration of food products.
9. Explain the importance of food packaging and demonstrate knowledge of the various types of food packaging available.

**International Marketing & Social Media**
10. Determine differences between standardisation and adaptation in communication strategies across cultural and international borders.
11. Negotiate cross culturally
12. Construct an integrated communication plan for global markets
13. Manage an international trade event
14. Recognise the fundamentals of effective Digital Marketing strategies and how to integrate them into a Global Marketing plan.
15. Explain how Digital Marketing technologies are effectively utilised when managing customer relationships.

**Essential Materials**
• Food and Safety Authority of Ireland. (2007)

**Supplementary Materials**


**Journals and Websites**

• British Food Journal
• European Food Science and Technology
• Scientific American Journal
• Journal of Food Science
• International Journal of Food Research and Technology
• Mintel
• Teagasc
• Enterprise Boards
• FSAI
• FDII
• Bord Bia
• [http://www.iab.com](http://www.iab.com)
• [http://www.google.ie/ads](http://www.google.ie/ads)
• [http://www.awebarg.com](http://www.awebarg.com)

| Artisan/Specialty Food Production 2 (E) | 5 ECTS | Banner Code: FOOD 0019 | CRN: 88532 | Level 8 | Assessment Method: CA |

**Description of Module / Aims**

This module is developed to equip students with awareness and technical understanding of the theories, concepts and Method appropriate to a wide range of hand-crafted Artisan food products, suitable for small business purposes, principally for sale at farmers markets and artisan shops. It offers students opportunities in preparation and cooking of artisan and delicatessen food products for retail and wholesale.

**Indicative Content**

• Confectionery and Pastry: Hand crafted sweets, chocolate, fudge, marshmallow and nougat biscuits, muffins and coated nuts. Festive foods- Christmas puddings, exotic fruit cakes and mince pies, gluten free products.
• Artisan Ices: Gelato, churn frozen and still frozen ices, ice confections, accompaniments.
• Artisan Terrines and Pies: Course and smooth pate, terrines, parfait, pork rillettes, Confit products, traditional meat pies, brawn, pasties.
• Artisan Sausage making: Fresh, cooked and cured- Frankfurter, breakfast sausage, chorizo, salamis, cured and beef.
• Fermentation: Vinegars, sauerkraut, miso, lacto-fermentation, kombucha, fermented vegetables, fruit wines, beer fermentation, sourdough.
• Foraging For Food: Coastal foraging, wood foraging, identification of seasonal forage foods and their uses.
• Pig in a day: How to source good quality pork based on breed, keeping your own pig, different cuts of pork and their uses from nose to tail, butchery techniques and knife skills, wet and dry curing.
• Economic: Support mechanisms for Artisan Food Producers i.e. co –operatives, food hubs, networks, participation in food awards, cluster branding, marketing, distribution initiatives.
• Streamlining supply chains, achieving cost efficiencies, compliance with environmental guidelines, and development of local food economies.
• The economic impact of multiplier analysis and processes upon local business community and its’ populous.

**Learning Outcomes**

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

1. Further develop the cooking, preparation and entrepreneurial approach to setting up an Artisan food business and to create awareness of the wide range of Artisan foods associated with ‘up-market delicatessen’ shops.
2. Demonstrate a specialised mastery of a range of skills in the complex field of Artisan food preparation, cookery and sale.
3. Utilise diagnostic and creative skills in the planning, preparation and production of a range of modern delicatessen food products.
4. Demonstrate specialised skills in the art of salesmanship.
5. Record accurately the outcomes of product development sessions and provide quality written accounts accompanied by photographic and/or appropriate evidence.
6. Develop an understanding of the economic benefits and structural changes which artisan food producers experience and share within communities.
7. Critically evaluate localised food chain management procedures, and its’ affect economically.
8. Analyse artisan producers and the ‘multiplier effect’ upon local economy and GDP.

**Essential Materials**

**Supplementary Materials**
Module Listing for LANGUAGES

Exchange Students may select any language module from any of the Programmes under the School of Humanities. Please check the timetables on the WIT website to find out when they are scheduled. The Bachelor of Arts (Honours) Programme has the widest selection.

Please get the CRN from the School of Humanities. The School Office is located in the Tourism & Leisure Building on the Cork Road Campus or you can email: humanities@wit.ie

<table>
<thead>
<tr>
<th>FRENCH</th>
<th>GERMAN</th>
</tr>
</thead>
<tbody>
<tr>
<td>French Language Level A1</td>
<td>German Language Level A1</td>
</tr>
<tr>
<td>French Language Level A2</td>
<td>German Language Level A2</td>
</tr>
<tr>
<td>French Language Level B1.1</td>
<td>German Language Level B1.1</td>
</tr>
<tr>
<td>French Language Level B1.2</td>
<td>German Language Level B1.2</td>
</tr>
<tr>
<td>French Language Level B1.3</td>
<td>German Language Level B1.3</td>
</tr>
<tr>
<td>French Language Level B1.4</td>
<td>German Language Level B1.4</td>
</tr>
<tr>
<td>French Language Level B2.1</td>
<td>German Language Level B2.1</td>
</tr>
<tr>
<td>French Language Level B2.2</td>
<td>German Language Level B2.2</td>
</tr>
<tr>
<td>French Language Level B2.3</td>
<td>German Language Level B2.3</td>
</tr>
<tr>
<td>French Language Level B2.4</td>
<td>German Language Level B2.4</td>
</tr>
<tr>
<td>French Language Level C1.1</td>
<td>German Language Level C1.1</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>ITALIAN</th>
<th>SPANISH</th>
</tr>
</thead>
<tbody>
<tr>
<td>Italian Language Level A1</td>
<td>Spanish Language Level A1</td>
</tr>
<tr>
<td>Italian Language Level A2</td>
<td>Spanish Language Level A2</td>
</tr>
<tr>
<td>Italian Language Level B1.1</td>
<td>Spanish Language Level B1.1</td>
</tr>
<tr>
<td>Italian Language Level B1.2</td>
<td>Spanish Language Level B1.2</td>
</tr>
<tr>
<td>Italian Language Level B1.3</td>
<td>Spanish Language Level B1.3</td>
</tr>
<tr>
<td>Italian Language Level B1.4</td>
<td>Spanish Language Level B1.4</td>
</tr>
<tr>
<td>Italian Language Level B2.2</td>
<td>Spanish Language Level B2.1</td>
</tr>
<tr>
<td>Italian Language Level B2.3</td>
<td>Spanish Language Level B2.2</td>
</tr>
<tr>
<td>Italian Language Level C1.1</td>
<td>Spanish Language Level B2.3</td>
</tr>
</tbody>
</table>

Module Listing for English as a Foreign Language Modules

| Year 1 |
|--------|--------|--------|--------|
| Semester 1 (Autumn) | Component Code | Semester 2 (Spring) | Component Code |
| B2.1 English as a Foreign Language: Upper Intermediate 1 | LANG 0104 | B2.1 English as a Foreign Language: Upper Intermediate 1 | LANG 0104 |
| (B1 Equivalent/EFL: Upper Intermediate 1) | | (B1 Equivalent/EFL: Upper Intermediate 1) | |
| B2.3 English as a Foreign Language: Upper Intermediate 3 | LANG 0114 | B2.3 English as a Foreign Language: Upper Intermediate 3 | LANG 0134 |
| (B2 Equivalent/EFL: Upper Intermediate 3) | | (B2 Equivalent/EFL: Upper Intermediate 3) | |
| English as a Foreign Language: Advanced 1 | LANG 0161 | English as a Foreign Language: Advanced 1 | LANG 0120 |
| (C1 Equivalent/EFL: Advanced 1) | | (C1 Equivalent/EFL: Advanced 1) | |

Please be advised that EFL modules are allocated on a first come first serve basis as spaces are limited. It is not possible to pre-book them. The timetables for the classes are usually scheduled the first week of the semester. The international office will email you the timetable when the Department of languages provides it.

There are between 3-4 hours of classes per week and in order to guarantee their eligibility students must attend ALL classes. There is no exception to this rule.

Module Descriptors – EFL Semester 1 (September-December)

|--------------------------------------------------------|--------|------------------------|------------|--------|---------------------|

Description of Module / Aims
This module aims to facilitate language learning for non-native speakers of English at Upper Intermediate level across the key skills of Speaking, Listening, Reading, Writing and Cultural Competence to an achievement level of CEFRL B2.3 or equivalent. This module is aimed at Year 2 (Semester 1) students who are non-native speakers of English. The class group comprises students from a range of undergraduate programmes across WIT.

Indicative Content
- Lexical Contexts covered may include - personal interviews; illness and injuries; clothes and fashion; air travel
- Grammatical Features covered may include - question formation; auxiliary verbs; present perfect simple and continuous; adjectives as nouns and adjective order; narrative tenses
- Discourse/Functions - asking and answering 'extreme interview' questions; retelling a story in own words; telling an anecdote; writing an informal email; writing a short story
- Exercise Types: Multiple-choice, gap-fill, close tests, word formation, sentence transformation, question and answer comprehensions, group definition activities, pairwork, information gap, anecdote descriptions, questionnaires, roleplays

Learning Outcomes
On successful completion of this module, a student will be able to:
1. Engage in a range of spoken communications exploiting the language systems (lexis, grammar) and skills (productive and interactive) covered in the module.
2. Demonstrate an understanding of a variety of short and extended spoken texts within the lexical contexts covered in the module.
3. Read and demonstrate an understanding of a variety of text types within the lexical contexts covered in the module for general academic purposes, and employ those reading skills practised within the module.
4. Produce stylistically appropriate written texts demonstrating a command of the lexical and grammatical elements covered in the module.
5. Demonstrate a level-appropriate awareness of cultural diversity based on class discussion and independent reflection.

Essential Materials

Supplementary Materials
- "Busy Teacher." [www.busyteacher.org](http://www.busyteacher.org)
- "English Grammar." [www.englishgrammar.org](http://www.englishgrammar.org)
- "ISL Collective." [www.islcollective.com](http://www.islcollective.com)
- "One Stop English." [www.onestopenglish.com](http://www.onestopenglish.com)
- "Using English." [www.usingenglish.com](http://www.usingenglish.com)
Indicative Content
- Lexical Contexts covered may include - music; sleep; the body; crime and punishment
- Grammatical Features covered may include - gerunds and infinitives; used to, be used to and get used to; past modals; would rather; verbs of the senses; the passive (all forms); have something done
- Discourse/Functions- relaying information; having an argument; describing objects using your senses; writing a description of a photo; writing an opinion article
- Exercise Types - Multiple-choice, gap-fill, close tests, word formation, sentence formation, question and answer comprehensions, group definition activities, pairwork, information gap, anecdote descriptions, questionnaires, roleplays

Learning Outcomes
On successful completion of this module, a student will be able to:
1. Engage in a range of spoken communications exploiting the language systems (lexis, grammar) and skills (productive and interactive) covered in the module.
2. Demonstrate an understanding of a variety of short and extended spoken texts within the lexical contexts covered in the module.
3. Read and demonstrate an understanding of a variety of text types within the lexical contexts covered in the module for general academic purposes, and employ those reading skills practised within the module.
4. Produce stylistically appropriate written texts demonstrating a command of the lexical and grammatical elements covered in the module.
5. Demonstrate a level-appropriate awareness of cultural diversity based on class discussion and independent reflection.

Essential Materials

Supplementary Materials
- "Busy Teacher." [www.busyteacher.org](http://www.busyteacher.org)
- "English Grammar." [www.englishgrammar.org](http://www.englishgrammar.org)
- "ISL Collective." [www.islcollective.com](http://www.islcollective.com)
- "One Stop English." [www.onestopenglish.com](http://www.onestopenglish.com)
- "Using English." [www.usingenglish.com](http://www.usingenglish.com)

---

**English as a Foreign Language: Advanced 1**
(C1 Equivalent/EFL: Advanced 1)

| 5 ECTS | Banner Code: LANG 0161 | CRN: 78058 | Level 8 | Assessment Method: CA |

**Description of Module / Aims**
This module aims to facilitate language learning for non-native speakers of English at Advanced level across the key skills of Speaking, Listening, Reading, Writing and Cultural Competence to an achievement level of CEFRL C1.1 or equivalent. It is aimed at Year 3 (Semester 1) students who are non-native speakers of English. The class group comprises students from a range of undergraduate programmes across WIT.

**Indicative Content**
- Lexical Contexts covered may include - work; personality; family; language terminology; word building: abstract nouns; time.
Grammatical Features covered may include - discourse markers: linkers; the verb to have; pronouns; the past: narrative tenses, used to and would.

Discourse/Functions covered may include - writing a letter of application for employment; language of confidentiality; language used in the media (distancing); describing your personality & family traits; giving your opinion; formal & informal language: tone & register; talking about childhood.

Exercise Types - multiple-choice, gap-fill, close tests, word formation, sentence transformation, question and answer comprehensions, group definition activities, pairwork, information gap, anecdote descriptions, questionnaires, roleplays

Learning Outcomes

On successful completion of this module, a student will be able to:
1. Engage in a range of spoken communications exploiting the language systems (lexis, grammar) and skills (productive and interactive) covered in the module.
2. Demonstrate understanding of a variety of short and extended spoken texts within the lexical contexts covered in the module.
3. Read and demonstrate understanding of a variety of text types within the lexical contexts covered in the module for general academic purposes, and employ those reading skills practised within the module.
4. Produce stylistically appropriate written texts demonstrating a command of the lexical and grammatical elements covered in the module.
5. Demonstrate a level-appropriate awareness of cultural diversity based on class discussion and independent reflection.

Essential Materials


Supplementary Materials

- "Busy Teacher." [www.busyteacher.com](http://www.busyteacher.com)
- "EnglishGrammar." [www.englishgrammar.org](http://www.englishgrammar.org)
- "ISL Collective." [www.islcollective.com](http://www.islcollective.com)
- "Onestopenglish." [www.onestopenglish.com](http://www.onestopenglish.com)
- "Using English." [www.usingenglish.com](http://www.usingenglish.com)

Module Descriptors – EFL Semester 2 (January-May)


Description of Module / Aims

This module aims to facilitate language learning for non-native speakers of English at Upper Intermediate level across the key skills of Speaking, Listening, Reading, Writing and Cultural Competence to an achievement level of CEFRL B2.1 or equivalent. This module is aimed at Year 1 (Semester 2) students who are non-native speakers of English. The class group comprises students from a range of undergraduate programmes across WIT.

Indicative Content
Lexical Contexts covered may include - personal interviews; illness and injuries; clothes and fashion; air travel
Grammatical Features covered may include - question formation; auxiliary verbs; present perfect simple and continuous; adjectives as nouns and adjective order; narrative tenses
Discourse/Functions - asking and answering ‘extreme interview’ questions; retelling a story in own words; telling an anecdote; writing an informal email; writing a short story
Exercise Types: Multiple-choice, gap-fill, close tests, word formation, sentence transformation, question and answer comprehensions, group definition activities, pairwork, information gap, anecdote descriptions, questionnaires, roleplays

Learning Outcomes
On successful completion of this module, a student will be able to:
1. Engage in a range of spoken communications exploiting the language systems (lexis, grammar) and skills (productive and interactive) covered in the module.
2. Demonstrate an understanding of a variety of short and extended spoken texts within the lexical contexts covered in the module.
3. Read and demonstrate an understanding of a variety of text types within the lexical contexts covered in the module for general academic purposes, and employ those reading skills practised within the module.
4. Produce stylistically appropriate written texts demonstrating a command of the lexical and grammatical elements covered in the module.
5. Demonstrate a level-appropriate awareness of cultural diversity based on class discussion and independent reflection.

Essential Materials

Supplementary Materials
- "Busy Teacher."  www.busyteacher.org
- "English Grammar."  www.englishgrammar.org
- "ISL Collective."  www.islcollective.com
- "One Stop English."  www.onestopenglish.com
- "Using English."  www.usingenglish.com

B2.3 English as a Foreign Language: Upper Intermediate 3
(B2 Equivalent/EFL: Upper Intermediate 3)

<table>
<thead>
<tr>
<th>ECTS</th>
<th>Banner Code:</th>
<th>CRN:</th>
<th>Level 8</th>
<th>Assessment Method:</th>
</tr>
</thead>
<tbody>
<tr>
<td>5 ECTS</td>
<td>LANG 0134</td>
<td>74150</td>
<td></td>
<td>CA</td>
</tr>
</tbody>
</table>

Description of Module / Aims
This module aims to facilitate language learning for non-native speakers of English at Upper Intermediate level across the key skills of Speaking, Listening, Reading, Writing and Cultural Competence to an achievement level of CEFRL B2.3 or equivalent. This module is aimed at Year 2 (Semester 2) students who are non-native speakers of English. The class group comprises students from a range of undergraduate programmes across WIT.

Indicative Content
- Lexical Contexts covered may include - music; sleep; the body; crime and punishment
- Grammatical Features covered may include - gerunds and infinitives; used to, be used to and get used to; past modals; would rather; verbs of the senses; the passive (all forms); have something done
Discourse/Functions - relaying information; having an argument; describing objects using your senses; writing a description of a photo; writing an opinion article

Exercise Types - Multiple-choice, gap-fill, close tests, word formation, sentence transformation, question and answer comprehensions, group definition activities, pairwork, information gap, anecdote descriptions, questionnaires, roleplays

Learning Outcomes
On successful completion of this module, a student will be able to:
1. Engage in a range of spoken communications exploiting the language systems (lexis, grammar) and skills (productive and interactive) covered in the module.
2. Demonstrate an understanding of a variety of short and extended spoken texts within the lexical contexts covered in the module.
3. Read and demonstrate an understanding of a variety of text types within the lexical contexts covered in the module for general academic purposes, and employ those reading skills practised within the module.
4. Produce stylistically appropriate written texts demonstrating a command of the lexical and grammatical elements covered in the module.
5. Demonstrate a level-appropriate awareness of cultural diversity based on class discussion and independent reflection.

Essential Materials

Supplementary Materials
- "Busy Teacher." www.busyteacher.org
- "English Grammar." www.englishgrammar.org
- "ISL Collective." www.islcollective.com
- "One Stop English." www.onestopenglish.com
- "Using English." www.usingenglish.com

<table>
<thead>
<tr>
<th>Description of Module / Aims</th>
</tr>
</thead>
<tbody>
<tr>
<td>This module aims to facilitate language learning for non-native speakers of English at Advanced level across the key skills of Speaking, Listening, Reading, Writing and Cultural Competence to an achievement level of CEFRL C1.1 or equivalent. It is aimed at Year 3 (Semester 2) students who are non-native speakers of English. The class group comprises students from a range of undergraduate programmes across WIT.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Indicative Content</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lexical Contexts covered may include - work; personality; family; language terminology; word building: abstract nouns; time.</td>
</tr>
<tr>
<td>Grammatical Features covered may include - discourse markers: linkers; the verb to have; pronouns; the past: narrative tenses, used to and would.</td>
</tr>
<tr>
<td>Discourse/Functions covered may include - writing a letter of application for employment; language of confidentiality; language used in the media (distancing); describing your personality &amp; family traits; giving your opinion; formal &amp; informal language : tone &amp; register; talking about childhood.</td>
</tr>
</tbody>
</table>
• Exercise Types - multiple-choice, gap-fill, close tests, word formation, sentence transformation, question and answer comprehensions, group definition activities, pairwork, information gap, anecdote descriptions, questionnaires, roleplays

Learning Outcomes

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

1. Engage in a range of spoken communications exploiting the language systems (lexis, grammar) and skills (productive and interactive) covered in the module.
2. Demonstrate understanding of a variety of short and extended spoken texts within the lexical contexts covered in the module.
3. Read and demonstrate understanding of a variety of text types within the lexical contexts covered in the module for general academic purposes, and employ those reading skills practised within the module.
4. Produce stylistically appropriate written texts demonstrating a command of the lexical and grammatical elements covered in the module.
5. Demonstrate a level-appropriate awareness of cultural diversity based on class discussion and independent reflection.

Essential Materials


Supplementary Materials

• "Busy Teacher." www.busyteacher.com
• "English File." www.oup.com/elt/englishfile/advanced
• "EnglishGrammar." www.englishgrammar.org
• "ISL Collective." www.islcollective.com
• "Onestopenglish." www.onestopenglish.com
• "Oxford University Press." https://elt.oup.com/student/englishfile/advanced
• "Using English." www.usingenglish.com
## 2. Department of Applied Arts

### Module Listing for Bachelor of Arts (Honours)

**Programme Code:** WD_HARTS_B

### Year 1

<table>
<thead>
<tr>
<th>Semester 1 (Autumn)</th>
<th>Component Code</th>
<th>Semester 2 (Spring)</th>
<th>Component Code</th>
</tr>
</thead>
<tbody>
<tr>
<td>Traidisiuin Cheol na hÉireann (E)</td>
<td>ARTM 0014</td>
<td>Introduction to Drama (E)</td>
<td>ARTP 0009</td>
</tr>
<tr>
<td>Critical &amp; Creative Thinking (E)</td>
<td>COMH 0030</td>
<td>Shakespeare: Drama &amp; Film (E)</td>
<td>ENGL 0039</td>
</tr>
<tr>
<td>Introduction to Fiction (E)</td>
<td>ENGL 0035</td>
<td>Autobiography - Writing the Self in the French Novel (E)</td>
<td>FREN 0043</td>
</tr>
<tr>
<td>Introduction to Anglo-Irish Literature (E)</td>
<td>ENGL 0037</td>
<td>Introduction to French Society &amp; Culture (E)</td>
<td>FREN 0047</td>
</tr>
<tr>
<td>French Literature: Movements &amp; Ideas (E)</td>
<td>FREN 0046</td>
<td>Irish Legal System (E)</td>
<td>LAWH 0014</td>
</tr>
<tr>
<td>Language Learning Skills (E)</td>
<td>LANG 0122</td>
<td>Developmental Psychology (E)</td>
<td>PSYC 0060</td>
</tr>
<tr>
<td>Foundations of Irish Law (E)</td>
<td>LAWH 0009</td>
<td>Question of God: Theology &amp; Methodology (E)</td>
<td>RELI 0002</td>
</tr>
<tr>
<td>Introduction to Psychology (E)</td>
<td>PSYC 0103</td>
<td>Religion of Israel &amp; its Literature (E)</td>
<td>RELI 0005</td>
</tr>
<tr>
<td>Introduction to Biblical Studies (E)</td>
<td>RELI 0001</td>
<td>Sociology of Contemporary Ireland (E)</td>
<td>SOCI 0077</td>
</tr>
<tr>
<td>Jesus of Nazareth &amp; the Kingdom of God (E)</td>
<td>RELI 0003</td>
<td>Sociology &amp; Deviance (E)</td>
<td>SOCI 0132</td>
</tr>
<tr>
<td>Introduction to Sociological Problems (E)</td>
<td>SOCI 0076</td>
<td>Ireland &amp; Ethnic Minorities (E)</td>
<td>SOCI 0146</td>
</tr>
<tr>
<td>Irish Society and the Media (E)</td>
<td>SOCI 0130</td>
<td>Latin American Literature &amp; Culture (E)</td>
<td>SPAN 0046</td>
</tr>
<tr>
<td>Sociology of Sport (E)</td>
<td>SOCI 0131</td>
<td>Introduction to Theatre 2 (E)</td>
<td>THEA 0020</td>
</tr>
<tr>
<td>Spain's History &amp; Society (E)</td>
<td>SPAN 0045</td>
<td>The Irish National Theatre (E)</td>
<td>THEA 0004</td>
</tr>
<tr>
<td>Introduction to Theatre 1 (E)</td>
<td>THEA 0019</td>
<td>Christian Comm: Ecclesiology &amp; Ecumenism (E)</td>
<td>THEO 0008</td>
</tr>
<tr>
<td>Plays that Changed the World (E)</td>
<td>THEA 0002</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Theological Anthropology &amp; Cosmology (E)</td>
<td>THEO 0004</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

### Year 2

<table>
<thead>
<tr>
<th>Semester 3 (Autumn)</th>
<th>Component Code</th>
<th>Semester 4 (Spring)</th>
<th>Component Code</th>
</tr>
</thead>
<tbody>
<tr>
<td>Nuafhilíocht na Gaeilge (E)</td>
<td>ARTM 0026</td>
<td>Historical Sociology (E)</td>
<td>ARTM 0032</td>
</tr>
<tr>
<td>The Modern Novel (E)</td>
<td>ENGL 0048</td>
<td>Critical Theory &amp; Beyond (E)</td>
<td>ENGL 0047</td>
</tr>
</tbody>
</table>

### Year 3

127
Modern Irish Drama (E) ENGL 0049 Theatre of the South-East (E) THEA 0018
Poetry from Yeats to Lowell (E) ENGL 0050 Writing 19th Century: French (E) LANG 0095
German Speaking World: S-P Sys (E) LANG 0090 Global & Bio Ethics (E) THEO 0006
Plays, Playwrights & Cinema in the 20th Century (E) LANG 0140 World Literatures in French (E) THEA 0026
Sacred Ritual in Communities (E) THEO 0003 Independent Literary Study (E) LITC 0022
Interdisciplinary Seminar 3 (E) PSYC 0089 Counselling Psychology (E) PSYC 0094
Oriental Religions: Hinduism & Buddhism (E) RELI 0008 Models Interreligious Dialogue (E) THEO 0007
Global & Bio Ethics (E) PSYC 0092 Health Psychology (E) PSY 0113
Advanced Social Psychology (E) PSYC 0111 Traidisiún na Láムhscríbhinni (E) LANG 0171
Psychology & Crime (E) PSYC 0112 The Sociology of Mind (E) SOCI 0109
Sociology of Gender (E) SOCI 0108 Modern Drama (E) ENGL 0053
Lit, Identities & Belonging (E) SOCI 0139 Representations of Spain Repression, Censorship & Transition (E) SPAN 0039
Mexican Culture & Literature (E) SPAN 0037 Creating the Theatrical Text 4 (E) THEA 0026
Creating the Theatrical Text 3 (E) THEA 0024

Module Descriptors

<table>
<thead>
<tr>
<th>Traidisiún Cheol na hEireann (E)</th>
<th>5 ECTS</th>
<th>Banner Code: ARTM 0014</th>
<th>CRN: 76284</th>
<th>Level 8</th>
<th>Assessment Method: CA</th>
</tr>
</thead>
</table>

Description of Module / Aims

Introduce students to the study of Irish Traditional Music give students an understanding of the rudiments of Irish Traditional Music provide an overview of the main trends in the history of Irish Traditional Music give students an understanding of the history and characteristics of the different genres within Irish music, song and dance.

Indicative Content

- The main features of instrumental, song and dance genres in Irish Traditional Music.
- An outline of the history of Irish Traditional Music.
- The characteristics and techniques of the Irish singing styles.
- The history and characteristics of the different categories of song.
- The history and development of step, ceil and sean ns dancing within the Irish tradition.
- The characteristics and performing styles of the different types of Irish dance.

Learning Outcomes

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

1. Demonstrate an understanding of the genres of instrumental music, song and dance within Irish Traditional Music.
2. Display an understanding of the main trends in the history of Irish Traditional Music.
3. Identify the different genres in Irish song and dance.
4. Demonstrate an understanding of the developments in traditional dance and in the organisations which support it.
5. Recognise and discuss the different styles of singing in the traditional.
6. Display an understanding of Sean Ns singing.
7. Demonstrate an awareness of the various categories of Irish Song and their characteristics.

Essential Materials


Supplementary Materials


### Critical & Creative Thinking

| Critical & Creative Thinking (E) | 5 ECTS | Banner Code: COMH 0030 | CRN: 67767 | Level 8 | Assessment Method: CA |

**Description of Module / Aims**

To significantly enhance the learner’s ability to think in a critical manner. Particular focus will be placed upon improving each student’s skills of argument and also their comprehension and writing skills.

**Indicative Content**

**Autonomous Learning:**
- Defining autonomous learning
- Student / lecturer roles
- Critical reflection
- Library skills

**Critical Thinking:**
- Critical Reading
- Critical Writing
- Critical Thinking
- Critical Analysis and Evaluation

**Writing skills:**
- Grammatical rules
- Punctuation
- Referencing
- Paraphrasing
- Plagiarism

**Argument:**
- Composing an argument
- Evaluating and analysing an argument
- Identifying fallacies in argument and flawed reasoning
- Structuring an argumentative essay

**Creative Thinking:**
- Imagination: its use
- Creativity: what is it?
- Thinking outside the box
- Thinking and dreaming

**Learning Outcomes**

On successful completion of this module, a student will be able to:
1. Be self-motivated and autonomous learners;
2. Be able to compose, present and critique arguments;
3. Effectively analyse and evaluate information;
4. Structure an argumentative essay;
5. Begin to think imaginatively and creatively.

**Essential Materials**

- [www.apa.org](http://www.apa.org)
- [www.criticalthinking.org](http://www.criticalthinking.org)
Introduction to Fiction (E)  
5 ECTS  
Banner Code: ENGL 0035  
CRN: 84289  
Level 6  
Assessment Method: CA

Description of Module / Aims
This module aims to explore the key elements of narrative and the interplay of various narrative elements, and introduce students to a range of texts, including short stories and novels.

Indicative Content
- James Joyce, *A Portrait of the Artist as a Young Man*.
- Sylvia Plath, *The Bell Jar*.
- George Orwell, *Animal Farm*.
- Short Stories by James Joyce, Virginia Woolf, Charlotte Perkins Gilman, Ernest Hemingway, Raymond Carver and Richard Yates.

Learning Outcomes
*On successful completion of this module, a student will be able to:*
1. Demonstrate knowledge of a range of fiction in English from the end of the nineteenth century to the present;
2. Describe the variety of narrative devices and strategies that fiction writers utilise;
3. Understand the demands of the bildungsroman form;
4. Evaluate the short story as a literary form;
5. Reflect on the ways in which literature interacts with society;
6. Consider the capacity of literature to reveal fundamental truths about the human condition and the human experience.

Essential Materials

Supplementary Materials

Introduction to Anglo-Irish Literature (E)  
5 ECTS  
Banner Code: ENGL 0037  
CRN: 84297  
Level 8  
Assessment Method: CA

Description of Module / Aims
Introduce students to Irish writing in English and foster a thorough knowledge of the key texts and authors within the Irish literary cannon across a range of genres to include fiction, drama and poetry.

Indicative Content
- The Abbey Theatre: *Synge, The Playboy of the Western World* (1907)
- The Irishman abroad: Wilde, *The Importance of Being Earnest* (1895), Shaw, *John Bull's Other Island* (1904)
- Irish Society: Joyce, *The Dubliners* (1914)
Learning Outcomes

On successful completion of this module, a student will be able to:
1. Evaluate the key literary developments in late nineteenth and twentieth century Ireland and demonstrate an understanding of the background to these events.
2. Relate in an informed and sensitive manner to the shifting social, political and cultural Irish landscape which they reflect.
3. Construct a vision of life in Ireland and of the Irish people in the twentieth century.
4. Critique the narrative techniques employed in the work considered as part of the module.

Essential Materials

Supplementary Materials
- www.jasil.org
- http://www.irelandliteratureguide.com/

French Literature: Movements & Ideas (E)

<table>
<thead>
<tr>
<th>ECTS</th>
<th>Banner Code</th>
<th>CRN</th>
<th>Level</th>
<th>Assessment Method</th>
</tr>
</thead>
<tbody>
<tr>
<td>5</td>
<td>FREN 0046</td>
<td>77081</td>
<td>8</td>
<td>EXAM</td>
</tr>
</tbody>
</table>

Description of Module / Aims

Introduce students to an overview of major French literary movements and ideas of the 19th and 20th century; foster an engaged and perceptive reading of individual texts.

Indicative Content
- Strand B: Study of a key work of the 20th century: prescribed text L’etranger by Albert Camus.
- Strand C: Study of women’s writing: prescribed text. La Place. or Une Femme by A. Emaux

Learning Outcomes

On successful completion of this module, a student will be able to:
1. Engage with, discuss and write about the principal themes portrayed in the selected works from the 19th and 20th century French literature;
2. Use a basic level of critical terminology required for the above.

Essential Materials

Supplementary Materials

<table>
<thead>
<tr>
<th>Language Learning Skills (E)</th>
<th>5 ECTS</th>
<th>Banner Code: LANG 0122</th>
<th>CRN: 73446</th>
<th>Level 8</th>
<th>Assessment Method: CA</th>
</tr>
</thead>
</table>

**Description of Module / Aims**
Engage learners with a variety of language learning skills, including use of available ICT resources; enable learners to develop language awareness, and skills and strategies to become more effective language learners and users; familiarise learners with a self-assessment tool which will allow them to keep a record of their language learning experience and progress, promoting reflection on the process and facilitating life-long learning.

**Indicative Content**

**Self-directed learning:**
- Reflections about language learning & self-evaluation.
- Reflections about learning styles and multiple intelligences.
- Key skills (managing one’s own learning) and language learning strategies.

**Plurilingualism:**
- Intercomprehension between the related languages of Italian, Spanish, French, German, English and Irish and other languages.
- Focus on morphology (e.g. formation of plurals); syntax (e.g. formation of the negative form; word order); lexico-semantic comparisons (e.g. cognates; false friends); graphic systems (e.g. language-specific characters); phonetics and phoneme-grapheme relationships.

**Tandem language learning:**
- The process of tandem language learning - finding a partner, principles of reciprocity and autonomy, aims of tandem meetings, reflection on outcome.
- The interpersonal skills and intercultural awareness necessary for successful participation in tandem language learning.
- Recording of tandem experience in the portfolio - short written reports on aims and outcomes of meetings, video recording and comment on tandem meetings.

**Portfolio:**
- Description of the European Language Portfolio (passport, dossier and bibliography).
- Familiarisation with on-line portfolio.
- Use of portfolio to reflect on and self-assess students own language learning experience.

**Learning Outcomes**

On successful completion of this module, a student will be able to:
1. Actively participate in the learning process in order to become independent and more self-reliant;
2. Apply their learning in practice displaying an ability to integrate skills and strategies in alternative contexts;
3. Identify his/her own short and long-term language learning goals;
4. Demonstrate the skills and confidence to engage in meaningful dialogue with speakers of other languages;
5. Make effective use of plurilingualism as an additional language learning skill;
6. Demonstrate confidence in his/her own language learning ability;
7. Critically analyse his/her own experience of the language learning process, and use the European language portfolio as a self-assessment tool throughout this process.

**Essential Materials**
- www.ecml.at Plurilingual materials will be supplied in the form of handouts inspired from the EVLANG
- www.lolipop-portfolio.eu

<table>
<thead>
<tr>
<th>Foundations of Irish Law (E)</th>
<th>5 ECTS</th>
<th>Banner Code: LAWH 0009</th>
<th>CRN: 16125</th>
<th>Level 8</th>
<th>Assessment Method: EXAM</th>
</tr>
</thead>
</table>

**Description of Module / Aims**
Introduce students to the theoretical concepts of law which are required as a basis for the study of the Irish Legal System. To provide students with a general knowledge of the historical and legal factors which serve as the basis of the Irish Legal
System. To introduce students to skills both legal and transferable to enable a mature study of law at undergraduate level. To introduce the student to the necessary legal learning resources which serve as the basis of third level legal education (In conjunction with WIT library).

**Indicative Content**
- The historical and legal sources of law.
- Legal Research. An introduction to the process and mechanics of legal writing.
- The historical development of Irish Law.
- The legal profession and agencies.
- An introduction to legal procedure.
- An introduction to civil procedure.
- An introduction to criminal procedure.
- An introduction to the adversarial process.

**Learning Outcomes**
*On successful completion of this module, a student will be able to:*
1. Demonstrate a general understanding of legal language and be familiar with the use of the Law library and electronic sources of law.
2. Demonstrate a general understanding of the history and theoretical concepts of the Irish legal System.

**Essential Materials**
- [www.irlii.org](http://www.irlii.org) Educational retrieval site for Irish case law and related materials.
- [www.courts.ie](http://www.courts.ie) The Irish courts.
- [www ireland.com](http://www ireland.com) The Irish Times newspaper. Law supplement on Mondays.
- [www.irish-law.org](http://www.irish-law.org) A wide range of links for sources of Irish law including the Irish Constitution.
- [www.lawreform.ie](http://www.lawreform.ie) The Incorporated law Society.
- [www.times.co.uk](http://www.times.co.uk) The Times Newspaper. Law supplement on Tuesdays.
- Bunreacht na hEireann (1937).

**Supplementary Material**

| Introduction to Psychology (E) | 5 ECTS | Banner Code: PSYC 0103 | CRN: 76211 | Level 7 | Assessment Method: EXAM |

**Description of Module / Aims**
Develop an appreciation of how psychology can be used to understand human behaviour Introduce students to the main theories, concepts and ideas used within psychology. Provide an overview of the different areas of psychology and their relationship to human behaviour

**Indicative Content**
- Introduction and Overview.
- Psychological Perspectives.
- Sensation and Perception.
- Motivation and Emotion.
- Learning and Memory.
- States of Consciousness.
- Sexuality and Gender.
- Personality.
- Intelligenc.
- Current Controversies and Debates in Psychology.
- Conclusion/Recap.
Learning Outcomes
On successful completion of this module, a student will be able to:

1. Explain how psychology can be used to understand human behaviour.
2. Describe the various factors which influence human behaviour.
3. Demonstrate an understanding of the different areas of psychology and their relationship to human behaviour.

Essential Materials
- [http://psychology.about.com](http://psychology.about.com)
- [www.interscience.wiley.com/jpages](http://www.interscience.wiley.com/jpages)
- [www.sciencedirect.com](http://www.sciencedirect.com)

Supplementary Materials

Introduction to Biblical Studies

<table>
<thead>
<tr>
<th>ECTS</th>
<th>Banner Code</th>
<th>CRN</th>
<th>Level</th>
<th>Assessment Method</th>
</tr>
</thead>
<tbody>
<tr>
<td>5</td>
<td>RELI 0001</td>
<td>67775</td>
<td>8</td>
<td>EXAM</td>
</tr>
</tbody>
</table>

Description of Module / Aims
Introduce students to sacred texts and their formation and development and to contemporary approaches to reading the Bible.

Indicative Content
The development of Sacred Texts: from oral tradition to written text
- Hindu, Buddhist, Hebrew Islamic and Christian Writings: From Text to Sacred Text.

Role and Function of Texts in the Major World Religions
- Spirituality/Prayer, Worship.

Formation of the Judaeo-Christian Scriptures

Reading the Bible as Literature
- Brief outline of approaches to reading the Bible.

Reading Selected Texts: Old Testament
- Genesis; Kings; Isaiah.

Reading Selected Texts: New Testament
- Gospel: Mark as story.

Learning Outcomes
On successful completion of this module, a student should be able to:

1. Possess an introductory knowledge of the religious literature of the major world religions.
2. Respect the value of sacred writings in the religious traditions.
3. Use literary-critical and historic-critical approaches to sacred texts.
4. Critically read and discussed texts of the Judaeo-Christian scriptures in the contemporary context.
5. Appreciate and understand the variety of textual forms.
6. Differentiate between genres found in both religious and secular literature.
7. Be aware of the unique impact of the Bible in the history and culture of western tradition.

Essential Materials

Supplementary Materials
Jesus of Nazareth & the Kingdom of God (E)  5 ECTS

Banner Code: RELI 0003

CRN: 73426

Level 8

Assessment Method: EXAM

Description of Module / Aims
The study the person and mission of Jesus of Nazareth.

Indicative Content
- The Social Reality of Palestine in the First Century CE
- The Messianic Movement in Intertestamental Judaism

The Search for the Historical Jesus
- From Reimarus to Schweitzer.
- The Second Search: Kasemann.
- The Third Search: Crossan, Borg, Meier, Freyne.

The Kingdom of God as Preached by Jesus
- Centrality of the Kingdom to Jesus message and mission.
- Characteristics of Jesus Kingdom message.
- Values of the Kingdom.
- Hermeneutical Exploration of the Eschatological Dimension of the Kingdom.

The Lord's Prayer: Jesus and his Prayer of the Kingdom
- The Lord’s Prayer in the New Testament (use and meaning).
- Jesus invitation to share his faith in the justice of the Kingdom.

Learning Outcomes
On successful completion of this module, a student will be able to:
1. Know about the social reality in Palestine and its background contemporary with Jesus of Nazareth.
2. Understand the significance of the messianic movement in intertestamental Judaism and its expectation of the Kingdom.
3. Be aware of issues associated with the search for the historical Jesus.
4. Have explored the characteristics of the Kingdom of God as preached by Jesus.
5. Appreciate the Kingdom of God as Jesus central message for his time and our time.
6. Understand the person of Jesus and his relationship with God within the context of the Kingdom and its relation to society.

Essential Materials

Supplementary Materials

<table>
<thead>
<tr>
<th>Introduction to Sociological Problems (E)</th>
<th>5 ECTS</th>
<th>Banner Code: SOCI 0076</th>
<th>CRN: 67771</th>
<th>Level 8</th>
<th>Assessment Method: CA</th>
</tr>
</thead>
</table>

### Description of Module / Aims
Allow students to develop their own appreciation of sociology through investigation of a number of core sociological topics.

### Learning Outcomes
**On successful completion of this module, a student will be able to:**
1. Distinguish between common sense and sociological approaches to understanding a range of commonplace social phenomenon.
2. Adopt a range of broadly sociological approaches in their considerations of a number of familiar social issues and topics.
3. Illustrate application of these sociological perspectives with examples drawn from the existing corpus of sociological research.
4. Investigate and review prevailing sociological approaches and research in relation to the study of the following substantive topic areas: Crime & Deviance; Gender & Sexuality; Inequality; Poverty & Class.

### Essential Materials

<table>
<thead>
<tr>
<th>Irish Society and the Media (E)</th>
<th>5 ECTS</th>
<th>Banner Code: SOCI 0130</th>
<th>CRN: 73408</th>
<th>Level 8</th>
<th>Assessment Method: CA</th>
</tr>
</thead>
</table>

### Description of Module / Aims
To develop an appreciation of the centrality of the role of the mass media in the provision of information, and the shaping of public opinion in Irish society.

### Indicative Content
- Media studies- definitions, perspectives.
- The media in Irish society, history, influence, changing audiences.
- Politics and the media, gender and the Irish media.
- Children, socialisation and the media.
- Mass culture and mass media.

### Learning Outcomes
**On successful completion of this module, a student will be able to:**
1. Appreciate the role of the media as a both a reflection of, and an influence on, public opinion in Ireland.
2. Understand the relationships between various social groups in Ireland, and media perspectives.

### Essential Materials
**Sociology of Sport (E)**

| 5 ECTS | Banner Code: SOCI 0131 | CRN: 73412 | Level 8 | Assessment Method: CA |

**Description of Module / Aims**

Develop an understanding of, and appreciation for the influence and importance of sport in contemporary societies from a historical and theoretical perspective.

**Indicative Content**

- Introduces students to the main features of sociological perspective on sport, leisure and society.
- Attention is focused on the social, political, economic and cultural meaning of sport.
- Sociological theories and methodologies are examined and applied to the study of sport and leisure in a modern context.
- Sociology of sport through the ages, ancient civilisations to the development of modern sports.

**Learning Outcomes**

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

1. Understand how sports have developed throughout history, and how this has reflected wider societal developments;
2. Appreciate the importance of sport in society;
3. Have a clear breadth and depth of knowledge of the major sociological issues related to sport and leisure;
4. Identify with current topical debate within the prospective areas;
5. Contextualise theoretical perspective with current issues;
6. Understand and critique relevant literature which explores sport/leisure in a sociological context.

**Essential Materials**

- [http://physed.otago.ac.nz/sosol/home.html](http://physed.otago.ac.nz/sosol/home.html)
- International Review for the Sociology of Sport.
- Journal of Sport and Social Issues.
- The Sociology of Sport Journal.

**Supplementary Materials**


**Spain’s History & Society (E)**

| 5 ECTS | Banner Code: SPAN 0045 | CRN: 76834 | Level 8 | Assessment Method: EXAM |

**Description of Module / Aims**

Explore the history of the Spanish language. Introduce students to the principal aspects of the history of Spain. Provide an overview of a range of contemporary cultural issues related to Spain. Develop and encourage student’s ability to read and understand authentic relevant texts in Spanish at appropriate CEFR level.

**Indicative Content**

- The Spanish language: its history and development.
- An overview of the history and society of Spain examining key moments from 1492 to 1898 and modern history of 20th and 21st century Spain.
- Languages and regional identities in Spain.
- A study of cultural diversity, lifestyles, beliefs and values in modern Spain.
Learning Outcomes

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

1. Demonstrate a good knowledge of the geography, history and peoples of Spain;
2. Display a level of knowledge, awareness and understanding of the practices, beliefs and values of modern Spain;
3. Demonstrate a good general knowledge of contemporary Spanish society and the origins of its current issues;
4. Engage with, discuss, write and present the issues explored in the module in English.

Essential Materials

- [http://cvc.cervantes.es](http://cvc.cervantes.es)
- [http://exlibris.usal.es/bibesp/tipos/index.htm#universitarias](http://exlibris.usal.es/bibesp/tipos/index.htm#universitarias)
- [http://lanic.utexas.edu/las.html](http://lanic.utexas.edu/las.html)
- [http://www.bne.es/index.htm](http://www.bne.es/index.htm)
- [http://www.elcastellano.org/index.html](http://www.elcastellano.org/index.html)
- [http://www.lenguaje.com](http://www.lenguaje.com)
- [http://www.slas.org.uk](http://www.slas.org.uk)

Introduction to Theatre 1

<table>
<thead>
<tr>
<th>ECTS</th>
<th>Banner Code</th>
<th>CRN</th>
<th>Level</th>
<th>Assessment Method</th>
</tr>
</thead>
<tbody>
<tr>
<td>5</td>
<td>THEA 0019</td>
<td>89575</td>
<td>6</td>
<td>CA</td>
</tr>
</tbody>
</table>

Description of Module / Aims

This module aims to introduce students to the practice of a selected twentieth century theatre practitioner and explore their work in relation to the text.

Indicative Content

- Reading the text: playwright(s), genre, context, performance conventions, language, structure, dramatic devices.
- Creating the world of the play: setting, dialogue, characters, themes, explicit & implicit stage directions.
- Performance skills: key principles of Michael Chekhov OR Jerzy Grotowski’s theatre practice.
- The audience and the play: reception and interpretation.
- Key concepts in directing for theatre.
- Performance analysis.

Learning Outcomes

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

1. Describe the principles and practices of one twentieth century theatre practitioner.
2. Develop an approach to performance based on one of the theatre practitioners considered as part of this module.
3. Prepare practical work that explores the principles of the selected theatre practitioner.
4. Apply analysis skills to a text in order to inform their approach to performance.
5. Justify decisions made by the performer and the director.
6. Reflect on the development of their performance skills and on their understanding of how the theatrical text is produced.

Essential Materials


Supplementary Materials

Plays that Changed the World (E)  5 ECTS  Banner Code: THEA 0002  CRN: 86698  Level 6  Assessment Method: EXAM

**Description of Module / Aims**
Explore dramatic texts and playwrights that are representative of the development of Western theatre and drama, and introduce key concepts of drama, theatre, and performance in the analysis of key texts.

**Indicative Content**
- The Bacchae (406)/Medea (431) - Euripides.
- The Rover (1677) - Aphra Behn/The Tragical History of Dr. Faustus (1588) - Christopher Marlowe.
- She Stoops to Conquer (1773) - Oliver Goldsmith.
- Hedda Gabler (1891) - Henrik Ibsen.
- Trifles (1916) - Susan Glaspell.
- Death of a Salesman (1949) - Arthur Miller.

**Learning Outcomes**
*On successful completion of this module, a student will be able to:*
1. Analyse a dramatic text both as a literary work and as a blueprint for performance;
2. Apply key concepts of drama, theatre and performance to plays studied on this course;
3. Interpret a range of plays that are representative of the development of theatre and drama, and
4. Critique a dramatic text in its historical and cultural context.

**Essential Materials**

**Supplementary Materials**

Theological Anthropology & Cosmology (E)  5 ECTS  Banner Code: THEO 0004  CRN: 82575  Level 8  Assessment Method: EXAM

**Description of Module / Aims**
To explore the relationship between science and theology and how it illuminates theological issues about creation and humanity.

**Indicative Content**
- Introduction: The Science - Theology Relationship
- The Scientific Perspective on Creation and Origins

**Modes of Interpretation of the Faith Situation**
- Primary Hermeneutic modes.
- Synthetic Hermeneutic Modes.
- Significance of Hermeneutics for Theology.

**The Theological Perspective on Origins and Creation**
- Creation Stories and Cosmologies.
- Theologies of Creation.

**The Human Condition**
- Philosophical Perspectives.
- Historical Perspectives.
• Artistic Perspectives and Hermeneutics.
• Social Perspectives and Hermeneutics.

Learning Outcomes
On successful completion of this module, a student will be able to:
1. Have developed an awareness of the relationship between science and theology and the differences in their nature and method.
2. Have formulated questions for theology arising from the scientific and anthropological perspective.
3. Be able to give a theological response to questions arising from the physical and human sciences from the viewpoint of the Judaeo-Christian tradition and show an understanding and appreciation of the responses from other religions.
4. Be able to theologico-critically reflect on the relationship between humanity and humanity’s environment.
5. Be able to discuss approaches to the concept of sin and grace.
6. Have developed a theology of death and the after-life.
7. Be able to engage critically in debates between science and religion.
8. Be aware of the problems of absolutism in science and theology.
9. Appreciate the contribution of the various perspectives in science and theology towards a holistic understanding of the world.
10. Have developed concern for human care for the environment and the maintaining a balance between eco-systems.
11. Understand and be able to get involved in and critically appreciate the hermeneutical tasks in relation to various art forms and social situations from a theological perspective.

Essential Materials

Supplementary Materials
• Miller, R. (1995), Arguments Against Secular Culture, London SCM.

<table>
<thead>
<tr>
<th>Introduction to Drama (E)</th>
<th>5 ECTS</th>
<th>Banner Code:</th>
<th>CRN:</th>
<th>Level 6</th>
<th>Assessment Method:</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>ARTP 0009</td>
<td>84214</td>
<td></td>
<td>CA</td>
</tr>
</tbody>
</table>

Description of Module / Aims
This module aims to introduce students to the study of drama.

Indicative Content
• Oedipus Rex (429 BC)- Sophocles
• The Rover (1677)- Aphra Behn
• A Doll's House (1879)/Hedda Gabler (1891)- Henrik Ibsen
• The Good Woman of Setzuan (1938-1940)- Bertolt Brecht
• Tea in a China Cup (1983)- Christina Reid
• Reflective writing and theatre review

Learning Outcomes
On successful completion of this module, a student will be able to:
1. Illustrate a detailed knowledge of plays by a number of playwrights;
2. Explore certain developments in the history of drama;
3. Examine a range of dramatic strategies as they are deployed by these playwrights;
4. Examine the differences between performances and texts;
5. Critique a performance of a dramatic text; and
6. Reflect on the place of dramatic and performance texts in society.

Essential Materials

Supplementary Materials

### Shakespeare: Drama & Film (E)

<table>
<thead>
<tr>
<th>ECTS</th>
<th>Banner Code</th>
<th>CRN</th>
<th>Level</th>
<th>Assessment Method</th>
</tr>
</thead>
<tbody>
<tr>
<td>5</td>
<td>ENGL 0039</td>
<td>84218</td>
<td>Level 8</td>
<td>EXAM</td>
</tr>
</tbody>
</table>

**Description of Module / Aims**

Involve students in a detailed study of a range of plays by William Shakespeare.

**Indicative Content**
- Richard the III
- The Tempest
- A Midsummer’s Night’s Dream
- Iulius Caesar
- Romeo and Juliet
- Measure for Measure
- King Lear

**Learning Outcomes**

On successful completion of this module, a student will be able to:
1. Demonstrate a detailed knowledge of a number of Shakespeare’s plays:
2. Display a knowledge of the conventions of Elizabethan drama;
3. Differentiate between the meaning of the terms “History Play”, “Comedy”, “Tragedy” and “Problem Play”;
4. Trace the development of Shakespeare’s career;
5. Outline the history of Shakespearean criticism;
6. Display a knowledge of the ways in which cinema reappropriates the Shakespearean, by utilising and transforming its literary and performative elements.

**Essential Materials/Filmography**
- Penguin, Arden or Riverside editions of Shakespeare are preferred.

---

### Autobiography - Writing the Self in the French Novel (E)

<table>
<thead>
<tr>
<th>ECTS</th>
<th>Banner Code</th>
<th>CRN</th>
<th>Level</th>
<th>Assessment Method</th>
</tr>
</thead>
<tbody>
<tr>
<td>5</td>
<td>FREN 0043</td>
<td>75063</td>
<td>Level 8</td>
<td>CA</td>
</tr>
</tbody>
</table>

**Description of Module / Aims**

Introduce students, through a range of autobiographical texts, to the problematic of emerging and multiple identities, the writing of the self, the narrative journey; introduce students to autobiographical theory; introduce students to an understanding and appreciation of some of the major literary texts written in the French language; introduce the students to how and in what ways women write differently to men; enable the students to understand the difference between autobiography and autobiographical fiction.

**Indicative Content**
- Three strands to include: autobiographical theory and the reading of two literary texts within the category of autobiography / autobiographical fiction:
- Strand A: autobiographical theory; the themes, form, language and critical thinking content of this literary genre will be explored;
- Strand B: Marguerite Duras L’amant; Nathalie Sarrautes Enfance;
- Strand C: Sartres Les Mots.

**Learning Outcomes**

On successful completion of this module, a student will be able to:
1. Possess an in-depth knowledge and appreciation of key aspects of twentieth century autobiography and autobiographical fiction including an awareness of some of the central themes of modern and contemporary literature such as identity, gender and gendered language.

**Essential Materials**

**Supplementary Materials**

### Introduction to French Society & Culture (E)
- **5 ECTS**
- **Banner Code:** FREN 0047
- **CRN:** 77085
- **Level 8**
- **Assessment Method:** EXAM

**Description of Module / Aims**
Provide a comparative & trans-national overview of France; introduce students to modern French & Francophone history, culture, politics and the French economy.

**Indicative Content**
- Introduction to France & the Francophone (French-speaking) countries.
- A comparative overview of lifestyle, beliefs and values in France & Ireland.
- A socio-historical overview of French history and politics.
- The French language & French language policy.
- A socio-cultural study of French culture (The arts, cinema, cultural activities).

**Learning Outcomes**
*On successful completion of this module, a student will be able to:*
2. Display a level of knowledge, awareness and understanding of the practices, beliefs and values of French society.
3. Demonstrate a good general knowledge of contemporary French society and culture.

**Essential Materials**
- [www.aboutfrench.com](http://www.aboutfrench.com)
- [www.capital.fr](http://www.capital.fr)
- [www.lefigaro.com](http://www.lefigaro.com)
- [www.leparisien.fr](http://www.leparisien.fr)
- [www.yahoo.com](http://www.yahoo.com)

**Supplementary Materials**
- *Une vie de Francais* [DVD]. Paris: Cle International.

### Irish Legal System (E)
- **5 ECTS**
- **Banner Code:** LAWH 0014
- **CRN:** 16129
- **Level 8**
- **Assessment Method:** EXAM

**Description of Module / Aims**
Explore the Common Law Legal System and the unique doctrines which serve case law as a source of law. Examine the institutions of State, legal agencies and international influences which contribute to the administration, enforcement and development of law. Explore the mechanisms for law creation and reform. Introduce students to skills both legal and
transferable to enable a mature study of law at undergraduate level. Introduce the student to the necessary legal learning resources which serve as the basis of third level legal education.

Indicative Content
- The interpretation and application of Law
- The Doctrine of Judicial Precedent
- The application of EU law and the European Convention of Human Rights in Ireland
- The institutions of State
- The Presidency
- The Houses of the Oireachtas
- Law making by the Oireachtas
- The interpretation of legislation
- The personnel of the legal system.
- The role of the Personal Injuries Assessment Board (PIAB) in dispute resolution.
- The role of legal tribunals in the administration of law
- Quasi-judicial powers of professional office holders
- Access to justice. Civil and Criminal Legal Aid. Free Legal Advice
- Alternatives to the civil courts: Tribunals. arbitration, alternative dispute resolution, mediation, conciliation
- Law Reform: The Law Reform Commission

Learning Outcomes
On completion of this module students should be able to:
1. Demonstrate a clear understanding of the legal doctrines and mechanisms which form the basis of the Irish case law
2. Demonstrate a precise knowledge of the Irish Legal system and agencies which serve Irish Law
3. Demonstrate oral communication and written skills appropriate to year one studies though participation in class
4. Demonstrate the basic skills of case analysis appropriate to year one studies

Essential Materials
- Bunreacht na hEireann 1937.

Supplementary Materials
- www.irlii.org Educational retrieval site for Irish case law and related materials.
- www.courts.ie The Irish courts.
- www.irish-law.org A wide range of links for sources of Irish law including the Irish Constitution.
- www.irlgov.ie The main website of the Irish government, including governmental bodies and local authorities.
- www.lawsoociety.ie The Incorporated law Society.
- www.lawreform.ie The Irish Law Reform Commission.
- www.westlaw.ie On-line legal awareness service.

| Developmental Psychology (E) | 5 ECTS | Banner Code: PSYC 0060 | CRN: 67799 | Level 8 | Assessment Method: CA |

Description of Module / Aims
Introduce students to the main theories, Method and concepts used to understand human development. Provide students with an understanding of the main developmental tasks facing humans at different stages of the lifespan. Demonstrate the processes involved in psychological growth and change. Illustrate the social, emotional, cognitive and behavioural factors influencing development throughout the lifespan.

Indicative Content
- Introduction and Overview.
- Theories of Human Development.
- Prenatal Development.
- Physical Development in Infancy and Early Childhood.
- Cognitive Development in Childhood.
- Development of Language, Self and Social Cognition.
- Attachment.
• Development of Gender.
• Disorders of Childhood.
• Adolescence.
• Adulthood and Old Age.
• Conclusion/Recap.

Learning Outcomes
On successful completion of this module, a student will be able to:
1. Demonstrate an understanding of developmental psychology theories, methodologies and research.
2. Be able to situate each stage of development in the context of the lifespan of the individual.
3. Evaluate theories of lifespan development and their application in an applied setting.

Essential Materials
• http://psychology.about.com/od/developmentalpsychology/Developmental_Psychology.htm
• www.interscience.wiley.com/jpages
• www.sciencedirect.com

Supplementary Materials

| Question of God: Theology & Methodology (E) | 5 ECTS | Banner Code: RELI 0002 | CRN: 67815 | Level 8 | Assessment Method: CA |

Description of Module / Aims
To initiate students into the theological process, particularly aspects of the “humanity-God” relationship

Indicative Content
Theology and the Theologian
• What is theology?
• Perspectives in contemporary theology

The Human Experience of God
• Faith: The human side
• Revelation: The God side

The Problem of Evil
• Suffering humanity in the face of God
• Suffering caused by humanity
• Cultural expressions of evil
• Philosophical responses: Plato, Augustine, Aquinas etc
• Religious responses: Job, Jesus, Ghandi
• Theological reflection

Method in Theology
• The problem of method and developing a Method
• Theology as an academic discipline and its relationship to other disciplines role and function of the theologian in contemporary society

Learning Outcomes
On successful completion of this module, a student will be able to:
1. Know what theology is and what a theologian does
2. Understand concisely various theological perspectives
3. Be able to initiate themselves into the theological process, particularly in relation to the question of God
4. Have examined problems of belief and non-belief in God, particularly the problem of evil
5. Have critically discussed and evaluated the “humanity-God” relationship in the context of contemporary society
6. Be able to discuss the openness of the human spirit to social and transcendent relationships

**Essential Materials**

**Supplementary Materials**
- Doctrine Commission of the Church of England We believe in God

**Religion of Israel & its Literature (E)**
- 5 ECTS
- Banner Code: RELI 0005
- CRN: 73434
- Level 8
- Assessment Method: CA

### Description of Module / Aims
To understand the development of the religion of Ancient Israel and critically appreciate selected texts of its literature.

### Indicative Content
The World of the Ancient Near East

The Religion of Israel
- Premonarchic Israel
- Israel as a state with a Monarchy
- Israel as exilic and postexilic community

The Literature of Israel
- Preparation: The Recognition of Texts
- Torah
- Prophets: Critical Vision and Imagination
- Wisdom: Observation and Experience
- Apocalyptic: Opposition literature in a hostile world

Religion and Culture in Israel
- Deuteronomy: Land, Life and Torah
- Prophets: Critics of Israelite monarchic society
- Wisdom: Cultural synthesis with religious traditions of the Torah and the prophets
- Apocalyptic: Religion against cultural imperialism

Learning Outcomes
On successful completion of this module, a student will be able to:
1. Have a concise understanding of the origins and development of the religion of Israel from the premonarchic period through the monarchical to the postexilic stage.
2. Possess a broad understanding of the social and cultural context of the Ancient Near East in which Israel's religion developed.
3. Be able to use historico-critical and literary-critical Method to read selected texts of Israel's literature.
4. Understand the changing relationship between religion and culture through the stages of Israel's history.
5. Be able to discuss the process of communication involved in the production and reception of texts how commitment to the search for truth by being open to and critical of various interpretations of Old Testament texts.
6. Be committed to relating the world of the text to the world of the reader.

Essential Materials

Supplementary Materials

<table>
<thead>
<tr>
<th>Sociology of Contemporary Ireland (E)</th>
<th>5 ECTS</th>
<th>Banner Code: SOCI 0077</th>
<th>CRN: 67811</th>
<th>Level 6</th>
<th>Assessment Method: EXAM</th>
</tr>
</thead>
</table>

**Description of Module / Aims**

To encourage application of the student’s knowledge of sociological theories and perspectives to investigations of the organisation, institutions and cultural dynamics of contemporary Irish society.

**Indicative Content**

- Irish Society and Modernity
- Race, Ethnicity and belonging in Contemporary Ireland
- Gender, sexuality, the family
- Religion: Catholicism and power; faith and ‘others’ in Irish society
- Globalisation and Irish society.
- Consumerism and national identity.

**Learning Outcomes**

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

1. Apply a number of sociological perspectives to the study of various aspects of contemporary Irish society.
2. Explain the development of contemporary Irish society in terms of its historical, European and Global contexts.
3. Identify the structures, institutions and cultural practices central to contemporary Irish society.

**Essential Materials**


**Supplementary Materials**


<table>
<thead>
<tr>
<th>Sociology &amp; Deviance (E)</th>
<th>5 ECTS</th>
<th>Banner Code: SOCI 0132</th>
<th>CRN: 73416</th>
<th>Level 8</th>
<th>Assessment Method: EXAM</th>
</tr>
</thead>
</table>

**Description of Module / Aims**

To allow students to begin to develop their own appreciation of sociology through focused investigation of a number of key sociological topics, with particular focus on their understanding of sociological perspectives on crime and deviance.

**Indicative Content**

- Introduction to sociological thinking.
- Irish Society and Modernity.
- Inequality, Poverty & Class.
Investigate and review prevailing sociological approaches and research in relation to the study of crime and deviance.

Crime and deviance in Ireland: sociological approaches - crime and class, gender, ethnicity.
Punishment - getting the criminals we want.

Learning Outcomes
On successful completion of this module, a student will be able to:
1. Distinguish between common sense and sociological understandings of commonplace social phenomenon.
2. Adopt a broadly sociological perspective in their considerations of a number of familiar social issues and topics, with particular reference to crime and deviance.
3. Illustrate application of the sociological perspective with examples drawn from the existing corpus of sociological research.

Essential Materials

Supplementary Materials

Ireland & Ethnic Minorities

<table>
<thead>
<tr>
<th>ECTS</th>
<th>Banner Code</th>
<th>CRN</th>
<th>Level</th>
<th>Assessment Method</th>
</tr>
</thead>
<tbody>
<tr>
<td>5</td>
<td>SOCI 0146</td>
<td>79829</td>
<td>8</td>
<td>CA</td>
</tr>
</tbody>
</table>

Description of Module / Aims
To develop students' knowledge and awareness of minorities in Irish society.

Indicative Content
- Minorities - definitions, the sociology of ethnic minorities.
- Minorities and the law.
- Constitutional rights, protections.
- Immigration policy 1922-2005.
- Discrimination, racism and ethnic minorities.

Learning Outcomes
On successful completion of this module, a student will be able to:
1. Have an appreciation for the number, and diversity of minority groups in Irish society.
2. Be able to outline the position of minority groups in Irish society, socially, historically, legally, and culturally.
3. Develop an understanding of Government policy on minorities, and societal conceptions of minorities.

Essential Materials

Supplementary Materials
Latin American Literature & Culture (E) 5 ECTS
Banner Code: SPAN 0046 CRN: 76838 Level 8 Assessment Method: CA

Description of Module / Aims
Introduce students to the major literary movements and trends in Latin America during 19th, 20th and 21st centuries. Provide a comparative & trans-national overview of a range of contemporary cultural issues related to Latin America as represented in the works studied. Study a selection of texts that illustrate the diversity of cultural production in modern Latin America. Foster critical thinking about literature. Develop and encourage students' ability to read and understand authentic texts in Spanish at appropriate CEFR level.

Indicative Content
- An introduction to literary trends throughout Latin America in the 19th, 20th and 21st centuries.
- A focus on the twentieth century in terms of cultural production and a study of one country's cultural output in particular.
- A study of important contemporary issues in Latin American literature such as modernity, the construction of gender, ethnicity and race, as represented through excerpts from a selection of the major movements from twentieth century Latin America. Focusing on how the literary text(s) reflect cultural issues.
- A basic examination of literary criticism (language, structure and narrative techniques) including reader response criticism, as well as contextualisation of literature will be studied.

Learning Outcomes
On successful completion of this module, a student will be able to:
1. Demonstrate a good knowledge of the key literary movements and authors studied;
2. Display a level of knowledge, awareness and understanding of the contemporary issues as represented in the works studied;
3. Engage with, discuss, write and present the issues explored in the module in English.

Essential Materials
- http://cvc.cervantes.es
- http://exlibris.usal.es/bibesp/tipos/index.htm#universitarias
- http://lanic.utexas.edu/las.html
- http://www.bne.es/index.htm
- http://www.elcastellano.org/index.html
- http://www.lenguaje.com
- http://www.slas.org.uk

Introduction to Theatre 2 (E) 5 ECTS
Banner Code: THEA 0020 CRN: 89579 Level 6 Assessment Method: CA

Description of Module / Aims
To introduce student’s to the practice of a selected twentieth century theatre practitioner and explore their work in relation to the text.

Indicative Content
- Reading the text: playwright(s), genre, context, performance conventions, language, structure, dramatic devices.
- Creating the world of the play: setting, dialogue, characters, themes, explicit & implicit stage directions.
- Performance skills: key principles of Michael Chekhov OR Jerzy Grotowski’s theatre practice.
- The audience and the play: reception and interpretation.
- Key concepts in directing for theatre.
- Performance analysis.

**Learning Outcomes**

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

1. Describe the principles and practices of one twentieth century theatre practitioner.
2. Develop an approach to performance based on one of the theatre practitioners considered as part of this module.
3. Prepare practical work that explores the principles of the selected theatre practitioner.
4. Apply analysis skills to a text in order to inform their approach to performance.
5. Justify decisions made by the performer and the director.
6. Reflect on the development of their performance skills and on their understanding of how the theatrical text is produced.

**Essential Materials**


**Supplementary Materials**


<table>
<thead>
<tr>
<th>The Irish National Theatre (E)</th>
<th>5 ECTS</th>
<th>Banner Code: THEA 0004</th>
<th>CRN: 86634</th>
<th>Level 8</th>
<th>Assessment Method: EXAM</th>
</tr>
</thead>
</table>

**Description of Module / Aims**

Use the Abbey Theatre as a case study theatre organisation to explore the cultural politics and policies that lead to the formation and foundation of national theatres and consider how writers rejected by the “National Theatre” and other theatres and theatre companies create and programme theatre alongside such institutions.

**Indicative Content**

- The stage Irishman
- Gregory Spreading the News
- W. B. Yeats Deirdre
- J. M. Synge Riders to the Sea
- G. Fitzmaurice The Country Dressmaker and The Pie Dish
- S. O’Casey Juno and the Paycock
- Friel Dancing at Lughnasa
- M. McDonagh The Cripple of Inishmann

**Learning Outcomes**

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

1. Relate theories of nationalism to theatrical literature written by Irish playwrights;
2. Interpret why particular plays and productions were extensively revived and/or brought on tour;
3. Analyse the reception by audiences and theatre programmers of a selection of plays by Irish playwrights;
4. Integrate examples of regional and popular theatre into a consideration of the nation’s theatre; and
5. Assess the importance of the Abbey Theatre as a theatre organisation within the Irish theatre landscape.

**Essential Materials**

- Supplemental

Supplementary Materials
- The Abbey Theatre (2012) Available at: www.abbeytheatre.ie
- Druid Performing Arts Ltd (2012) Available at: www.druid.ie
- Forgotten Books (2012) Available at: www.forgottenbooks.org
- Garter Lane (2012) Available at: www.garterlane.ie
- Gate Theatre (2012) Available at: www.gatetheatre.ie
- National Theatre (2012) Available at: www.nationaltheatre.co.uk
- Project Arts Centre (2012) Available at: www.projectartscentre.ie
- The Gaiety Theatre (2009) Available at: www.gaietytheatre.ie
- The Lyric Theatre (2012) Available at: www.lyrictheatre.co.uk
- The Samuel Beckett Online Resources and Links page (no date) Available at: www.samuel-beckett.net

| Christian Communities: Ecclesiology & Ecumenism (E) | 5 ECTS | Banner Code: THEO 0008 | CRN: 82582 | Level 8 | Assessment Method: CA |

Description of Module / Aims

To give students an understanding of Ecclesiology and Ecumenism.

Indicative Content

The experience of Jesus alive after his death by his disciples
- Context: The Death of Jesus and its Aftermath
- An experience of forgiveness and healing
- An experience of fellowship and communion
- An experience of sharing and participation
- An experience of grace and praise: gift of the Holy Spirit
- An experience of the forming of community (within Judaism)
- An experience of being the Body of Jesus
- Christian use of Jewish symbolism

The First Christian Communities Share Jesus Commitment to the Kingdom:
- Sharing faith in the God of Jesus
- Sharing of faith in Jesus alive through the power of the Holy Spirit
- Sharing in the relationship to Jesus as Lord and Jesus as Christ
- Faith in Jesus as Logos (Word of God)
- Expectation of the second coming of Jesus

The Mission of the First Christian Communities:
- The spirit of Jesus is a spirit of sharing
- The preaching of Paul
The communities of the Acts of the Apostles
Unity and diversity in the first communities
Formal and informal organisation

Contemporary Ecclesiology's:
- Ecclesiological Approaches
- Review of understanding of Kingdom of God
- Recall vision structure and mission of first Christian communities
- Ecclesiological Models: Evaluation and Critique
- An ecclesiology for contemporary Irish society

Learning Outcomes

On successful completion of this module, a student will be able to:
1. Have explored how the early Christian community was formed, and its characteristics and mission, particularly its relation to the Kingdom of God;
2. Understand some contemporary ecclesiological perspectives and critically evaluate them in the light of their understanding of the Kingdom of God;
3. Be able to develop a self-critical, transformative, evaluative and inclusive approach to the Kingdom of God, Jesus and his disciples for contemporary society.

Essential Materials

Supplementary Materials

Poetry 1550-1789 (E) 5 ECTS Banner Code: ENGL 0041 CRN: 84226 Level 7 Assessment Method: CA

Description of Module / Aims
Introduce students to a range of poetry in English from the period 1550-1789.

Indicative Content
Poems from a selection of the poets listed below will be studied:
- Edmund Spenser, The Faerie Queene;
- The Elizabethan Lyric: Thomas Wyatt, Philip Sidney, Walter Raleigh, Queen Elizabeth I;
- William Shakespeare's sonnets, Mary Wroth, Christopher Marlowe's "Hero and Leander";
- The Metaphysical Poets: John Donne, George Herbert, Andrew Marvell;
- John Milton;
- Laetitia Pilkington, Mary Barber, Mary Wortley Montagu, Alexander Pope;
- John Clare.

Learning Outcomes

On successful completion of this module, a student will be able to:
1. Critique poems from this period in depth;
2. Analyse the poetic forms deployed by poets during this period;
3. Examine the extent to which poets in this period responded to the culture around them;
4. Detect continuities and discontinuities in the English poetic tradition across this period of literary history;
5. Determine the relationship between individual subjectivity and poetic expression in the poems studied.

Essential Materials
- Barber, M. Poems on Several Occasions, by Mrs. Barber, to which is Prefix'd a Recommendatory Letter from the Revd. Dr. Swift. Oxford: Gale Ecco, 2018.

Supplementary Materials

<table>
<thead>
<tr>
<th>Literature &amp; Society (E)</th>
<th>5 ECTS</th>
<th>Banner Code: ENGL 0042</th>
<th>CRN: 84230</th>
<th>Level 7</th>
<th>Assessment Method: EXAM</th>
</tr>
</thead>
</table>

Description of Module / Aims
Offer students the opportunity to consider the relationship between literature and society through the study of a number of twentieth and twenty-first century texts. The module will take a selection of titles from the indicative content list for study each year.

Indicative Content
Texts will include a selection from the following list:
• Lorraine Hansberry, A Raisin in the Sun (1959)
• Margaret Atwood, The Handmaid’s Tale (1985)
• Anne Enright, The Green Road (2015)
• Sean O’Casey, Juno and the Paycock (1924)
• Zora Neale Hurston, Their Eyes Were Watching God (1937)
• George Orwell, 1984 (1949)
• Seamus Heaney, North (1975)
• Louise O’Neill, Asking For It (2015)
• Peter Polites, Down the Hume (2017)
• Sophie Treadwell, Machinal (1928)
• Hanif Kureishi, The Buddha of Suburbia (1990)
• Claire Booth Luce, The Women (1936)
• Lynn Nottage, Ruined (2008)
• James Baldwin, Giovanni’s Room (1956)
• Anne Rice, Interview with the Vampire (1976)
• Gore Vidal, The City and the Pillar (1948)
• Colson Whitehead, Zone One (2011)
• Paula Meehan, Mysteries of the Home (2013)

Learning Outcomes
On successful completion of this module, a student will be able to:
1. Outline the relationship between a number of literary texts and the societies in which their authors lived;
2. Discuss the ways in which a text can reflect recent and contemporary political, cultural and social concerns;
3. Analyse how issues of personal and collective identity are observed and articulated in the literary text;
4. Assess how considerations of ethnicity, sexuality and race have changed over the course of the twentieth and twenty-first centuries.

Essential Materials
• Each year, a sample of the texts outlined in the Indicative Content section will provide the Essential Material for this module.

Supplementary Materials


<table>
<thead>
<tr>
<th>Shakespeare &amp; His Contemporaries (E)</th>
<th>5 ECTS</th>
<th>Banner Code: ENGL 0046</th>
<th>CRN: 84222</th>
<th>Level 7</th>
<th>Assessment Method: EXAM</th>
</tr>
</thead>
</table>

**Description of Module / Aims**

Introduce student to a range of works by William Shakespeare and his contemporaries.

**Indicative Content**

- The Tragical History of Doctor Faustus- Christopher Marlowe.
- Hamlet- William Shakespeare.
- Critically reflective writing.

**Learning Outcomes**

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

1. Outline the conventions of Jacobean drama.
2. Consider the relationship between drama and theatre, and the culture of the period.
3. Analyse and interpret key scenes from the plays considered on this module.
4. Critically examine a number of plays considered as part of this module.
5. Reflect on the relationship between Shakespeare’s work and the work of his contemporaries.
6. Evaluate a range of work by Shakespeare and his contemporaries.

**Essential Materials**

- "Shakespearean Tragedy: Lectures on Hamlet, Othello, King Lear and Macbeth." [URL: http://www.gutenberg.org/ebooks/16966]

**Supplementary Materials**

<table>
<thead>
<tr>
<th>Germany, Austria &amp; Switzerland (E)</th>
<th>5 ECTS</th>
<th>Banner Code: GERM 0056</th>
<th>CRN: 76976</th>
<th>Level 8</th>
<th>Assessment Method: CA</th>
</tr>
</thead>
</table>

**Description of Module / Aims**
Consolidate and expand students' knowledge of elementary geographical features and regional divisions of the TL country/countries. Provide an overview of a range of contemporary (inter)cultural issues related to the TL. Introduce students to modern TL history, politics and the regions.

**Indicative Content**
- The geographical features, regional divisions and neighbouring countries of the German speaking countries.
- A comparative overview of lifestyle, beliefs and values in the German speaking countries and Ireland.
- An overview of 20th century German history, with reference also to Austria and Switzerland.
- German, Austria and Switzerland today an overview of the economy, industry and the environment.
- The Regions: Berlin, the North, the Rheine and Ruhr, Central Germany, the South, the Danube, the Alps, Vienna, the Austrian states, the Swiss cantons.
- The German Language, Hochdeutsch, the dialects, German in Austria and Switzerland.

**Learning Outcomes**
*On successful completion of this module, a student will be able to:*
1. Compare the TL country/countries and Ireland geographically and demographically;
2. Display a level of knowledge, awareness and understanding of the practices, beliefs and values of their own and the target culture;
3. Demonstrate a good general knowledge of contemporary TL society and comment on modern TL history;
4. Engage with, discuss and write about issues explored in the module in the TL.

**Essential Materials**
- www.clilconsortium.jyu.fi
- www.deutschland-magazine.de
- www.dhm/lemo.de
- www.dwelle.de
- www.goethe.de
- www.hueber.de/seite/landeskunde_daf
- www.hueber.de/seite/pg_index2.dsl (interactive online map)
- www.landeskunde-online.de
- www.landeskunde-online.de
- www.lolipop-portfolio.eu
- www.tageschau.de

**Supplementary Materials**

<table>
<thead>
<tr>
<th>Criminal Law 1 (E)</th>
<th>5 ECTS</th>
<th>Banner Code: LAWB 0029</th>
<th>CRN: 64936</th>
<th>Level 8</th>
<th>Assessment Method: EXAM</th>
</tr>
</thead>
</table>

**Description of Module / Aims**
Provide a comprehensive and critical introduction to the nature, origins and purposes of criminal law. Provide a clear and concise account of the key principles of criminal liability. Provide a thorough grounding in the constituent elements of the offences against the person. Facilitate the development of a critical appreciation of the policies that underpins legal principles and legislative choices in criminal law. Enable the student to interpret, analyse and apply the key principles of criminal law.

**Indicative Content**
- General principles of criminal law.
- Actus Reus.
- Mens Rea.
• Complicity.
• Inchoate Offences.
• Fatal Offences.

Learning Outcomes
On successful completion of this module, a student will be able to:
1. Demonstrate a comprehensive and critical appreciation of the nature, origins and purposes of criminal law.
2. Explain clearly and concisely the key principles of criminal liability.
3. Provide a clear and comprehensive account of the constituent elements of inchoate and fatal offences.
4. Demonstrate a critical appreciation of the legal principles and policies unique to criminal law.
5. Demonstrate independent analysis in the interpretation and application of the key principles of criminal law.

Essential Materials
• www.courts.ie
• www.irishprisons.ie
• www.irishlaw.org
• www.irigov.ie
• www.ucc.ie/law/irlii
• www.irishstatutebook.ie
• www.westlaw.ie
• www.lawreform.ie
• www.justice.ie
• www.bailii.org

Supplementary Materials
3. Demonstrate their knowledge and understanding of the provisions of the Constitution dealing with the Oireachtas, the Executive, the Courts, the President Council of State, and the Attorney General.
4. Demonstrate their knowledge and understanding of the relationship between International and the Irish Constitutional system.

Essential Materials
- www.bailii.org
- www.courts.ie
- www.irigov.ie
- www.rte.ie/news/dailguide
- www.taoiseach.gov.ie
- www.ucd.ie/law/irlii.org
- Articles from various journals, for instance, the Irish Jurist and the Dublin University Law Journal.
- Bunreacht na heireann 1937, as amended and the case law thereon.

Supplementary Materials

| Individual Differences  (E) | 5 ECTS | Banner Code: PSYC 0107 | CRN: 76232 | Level 8 | Assessment Method: CA |

Description of Module / Aims
Provide a comprehensive understanding of the theories of personality and intelligence, their measurement and assessment, and an understanding of the general issues in psychometrics.

Indicative Content
- Introduction to Personality
- Psychodynamic Theories
- Learning Theories
- Cognitive Theories
- Humanistic Theories
- Trait Theories
- Biological Theories
- Introduction to Intelligence
- Historical Theories of Intelligence
- Psychometric Theories of Intelligence
- Cognitive Theories of Intelligence
- Debates and Controversies in Intelligence
- Applied Individual Differences
- Assessment and Measurement of Individual Differences

Learning Outcomes
On successful completion of this module, a student will be able to:
1. An in depth knowledge of historical and current personality theories.
2. An in depth knowledge of historical and current intelligence theories.
3. An understanding of applied individual differences.
4. A knowledge and awareness of the key techniques of psychometrics.

Essential Materials
- [http://www.idr-journal.com](http://www.idr-journal.com)
- [http://www.issid.org/issid.html](http://www.issid.org/issid.html)
- [http://www.wilderdom.com/personality](http://www.wilderdom.com/personality)
- [www.interscience.wiley.com/jpages](http://www.interscience.wiley.com/jpages)
- [www.sciencedirect.com](http://www.sciencedirect.com)

### Supplementary Materials

### Interdisciplinary Seminar 1
<table>
<thead>
<tr>
<th>ECTS</th>
<th>Banner Code:</th>
<th>CRN:</th>
<th>Level 8</th>
<th>Assessment Method:</th>
</tr>
</thead>
<tbody>
<tr>
<td>5</td>
<td>PSYC 0074</td>
<td>72947</td>
<td></td>
<td>CA</td>
</tr>
</tbody>
</table>

**Description of Module / Aims**
To initiate dialogue between the disciplines of the learner's major and associated subjects.

**Indicative Content**
- What is interdisciplinarity?
- Issues raised in stage 1 and stage 2, semester 1 modules, particularly those arising from inter-module encounter.

**Learning Outcomes**
*On successful completion of this module, a student will be able to:*
1. Have participated in critical reflection on topics and issues raised in the modules of stage 1 and semester 1, stage 2.
2. Have developed the communication skill of listening.
3. Have begun to relate and integrate their understandings of the various modules at stage 1 and stage 2, semester 1 and to connect them with their own lived experience.
4. Appreciate the communal nature of the academic enterprise.
5. Have completed an oral and written presentation to the group on an issue relevant to the modules of stage 1 and stage 2, semester 1 raising questions about the learner’s major and associated subjects.

**Essential Materials**
- Appropriate readings of the relevant modules

### Early Christianity & Literature (E)
<table>
<thead>
<tr>
<th>ECTS</th>
<th>Banner Code:</th>
<th>CRN:</th>
<th>Level 8</th>
<th>Assessment Method:</th>
</tr>
</thead>
<tbody>
<tr>
<td>5</td>
<td>RELI 0007</td>
<td>74134</td>
<td></td>
<td>EXAM</td>
</tr>
</tbody>
</table>

**Description of Module / Aims**
To understand and evaluate Early Christianity and critically read selected texts of its literature.

**Indicative Content**
*The Social and Religious Context of Early Christianity*
- Political and Social World
- Religious and Moral World
- Second Temple Judaism

*The Pauline Tradition*
- Paul
- Apocalyptic Thought: 1 Thessalonians
- Pauline Critique: 1 and 2 Corinthians
- Saving Power of Gospel: Romans
- Christian Freedom: Galatians
- Sharing Faith: Philippians
- The Deutero-Pauline Tradition
- Mystery
- Christology: Colossians
- Ecclesiology: Ephesians
The Gospels and Acts: Critical Techniques
- Mark: Narrative Criticism
- Matthew: Form and Redaction Criticism
- John: Narrative, Form and Redaction, and Social-Scientific Criticisms

Other Writings
- Hebrews: A Sermon
- James, 1 and 2 Peter, Jude: General Letters
- Apocalypse:
  - Nature and function
  - Vision and imagination
  - Worship

Return to Hermeneutics
- The Twentieth Century Debates
  - Barth - Bultmann
  - Fuchs and Ebeling: The New Hermeneutic
  - Ricoeur

Conclusion
- Unity and Diversity in Early Christian Literature

Learning Outcomes
On successful completion of this module, a student will be able to:
1. Have acquired a working knowledge of the documents comprising the New Testament.
2. Have a general understanding of the social and religious context of Early Christianity.
3. Possess an openness to the diversity and a broad understanding of the genres and literary forms and views in New Testament literature.
4. Be able to use historico-critical and literary-critical Method to read the literature of early Christianity.
5. Be open to and critical of various interpretations of New Testament texts and theologies and their significance.
6. Be committed to relating the world of the text to the world of the reader.
7. Show commitment to the search for truth in all textual situations.

Essential Materials

Supplementary Materials
Understanding Sociological Perspectives (E)  5 ECTS  Banner Code: SOCI 0103  CRN: 72955  Level 8  Assessment Method: EXAM

Description of Module / Aims
To deepen the students’ understanding of the various sociological perspectives.

Indicative Content
- The nature of sociological perspectives.
- The foundations of sociology. 19th Century thinkers:
  - Karl Marx
  - Max Weber

Learning Outcomes
On successful completion of this module, a student will be able to:
1. Distinguish between a number of different sociological approaches/perspectives.
2. Adopt a variety of these perspectives in their considerations of a range of familiar social phenomenon.
3. Trace contemporary sociological perspectives back to their classical roots in the 19th century thought of Marx, Weber and Durkheim.

Essential Materials

Supplementary Materials
- Craib, I. (1997) Classical Social Theory: An Introduction to the Thought of Marx, Weber, Durkheim and

<table>
<thead>
<tr>
<th>Foundations of Ethics: Philosophy &amp; Theology (E)</th>
<th>5 ECTS</th>
<th>Banner Code: SOCI 0135</th>
<th>CRN: 74011</th>
<th>Level 8</th>
<th>Assessment Method: CA</th>
</tr>
</thead>
</table>

Description of Module / Aims
To study the foundations of ethical discourse.

Indicative Content

**Ethics and Morality: An Introduction**
- Key concepts.
- The Context of being Human and Spiritual - Need for Meaning.

**Contemporary Society**
- Understandings in the human sciences.
- Dominant philosophies in society.
- Social Justice.

**Morality and Religion**
- Moral person and/or religious person.
- Relativism and absolutism (fundamentalism).
- Communication of morality: cross cultural ethics.

Learning Outcomes
On successful completion of this module, a student will be able to:
1. Understand the meanings of morality and the task of ethical discourse in contemporary society.
2. Be able to discuss the relationship between philosophical and theological ethics.
3. Have examined and understood the major ethical theories.
4. Appreciate and understand what is involved in moral decision making.
5. Understand the concept of moral failure and sin in the Christian tradition and theologies.

Essential Materials

Supplementary Materials
Waterford Institute of Technology
School of Humanities
Exchange Programme Module Listing


Class & Mobility in Irish Society (E)
5 ECTS  Banner Code: SOCI 0137  CRN: 74162  Level 8  Assessment Method: EXAM

Description of Module / Aims
To instil in students an understanding of the centrality of social class within the development of sociology, and the importance of social class and social mobility in Ireland.

Indicative Content
- Social structures, stratification, institutions.
- Class projects in Ireland.
- Class in Irish social history.
- Demography, internal migrations, electoral divisions.
- Patterns of inequality.
- An introduction to social mobility.
- Movement between social classes in contemporary Irish society.

Learning Outcomes
On successful completion of this module, a student will be able to:
1. Understand the concepts surrounding social class divisions in Irish society.
2. Identify social factors influencing class divisions in Ireland.
3. Understand the concept of social mobility and its theoretical applications to Irish society.

Essential Materials

Northern Ireland: Society & Conflict (E)
5 ECTS  Banner Code: SOCI 0147  CRN: 79833  Level 8  Assessment Method: CA

Description of Module / Aims
To develop an understanding of Northern Irish Society, through an analysis of both historical divides and contemporary issues.

Indicative Content
- Social history: 1960’s to 1990’s- the Troubles
- Society and conflict
  The impact of the troubles on aspects of Northern Irish society:
  - Religious bodies
  - Sporting organisations
  - Cultures- Protestant and Catholic

Learning Outcomes
On successful completion of this module, a student will be able to:
1. Develop a critical understanding of how social life in Ireland is affected by entrenched division.
2. Appreciate the shaping role that violence has had on Northern Irish Society since the 1960s.
3. To understand how sectarian divides impact on key societal institutions, e.g. religious, sporting, community, policing, identities.
4. Awareness of the continuities and transformations within Northern Irish society following decommissioning and power sharing.

Essential Materials

Supplementary Materials
Sugden and Harvie (1995) Sport and Community Relations in Northern Ireland Coleraine: Coleraine Centre for the Study of Conflict University of Ulster.

Hispanic Identities (E) 5 ECTS Banner Code: SPAN 0048 CRN: 76846 Level 8 Assessment Method: EXAM

Description of Module / Aims
Introduce students to the history and diversity of Spanish speaking Latin America. Explore the question of identity in the Spanish-speaking world. Provide a comparative & trans-national overview of a range of contemporary cultural issues related to Latin America. Develop and encourage students' ability to read and understand authentic texts in Spanish.

Indicative Content
- The Hispanic world: the diversity of its people and places.
- Language and identity throughout Latin America based on the study of literary excerpts from selected Latin American authors.
- An interdisciplinary exploration of Spain and Latin America that will include an exploration of imperial expansion, colonialism, independence, revolution, authoritarianism and democracy.
- An overview of lifestyle, beliefs and values in the Hispanic world: their origins and current issues within three countries in Latin America based on the study of one literary piece or film from each country.
- A study of the modern day tensions that exist between the forces of tradition (based on a study of history) and those of change (based on a study of modern day society) within three countries Spanish-speaking countries.

Learning Outcomes
On successful completion of this module, a student will be able to:
1. Demonstrate a good knowledge of the major historical events that shape modern day Latin America;
2. Display a level of knowledge, awareness and understanding of the practices, beliefs and values of the target cultures studied;
3. Demonstrate a good general knowledge of contemporary Spanish-speaking societies, their origins and current issues;
4. Engage with, discuss, and write about the issues explored in English.

Essential Materials
- http://cvc.cervantes.es/
- http://lanic.utexas.edu/las.html
- http://www.bne.es/index.htm
- http://www.slas.org.uk/

Performing Theory (E) 5 ECTS Banner Code: THEA 0006 CRN: 86642 Level 8 Assessment Method: CA

Description of Module / Aims
Introduce students to selected artistic movements, theoretical concepts in performance theory, and engage students in the application of theoretical concepts to texts and performances.

Indicative Content
- The relationship and function of theory in drama, theatre, and performance.
• Semiotics: reading and decoding the signs of theatre.
• Dadaism and Surrealism: Ubu Roi (1896) - Alfred Jarry.
• Feminist and gender theory.
• Performance concepts: body, space, time and audience.
• Post dramatic theatre.
• Reflective writing.

Learning Outcomes
On successful completion of this module, a student will be able to:
1. Describe at least one of the theoretical concepts or the development of one artistic movement considered in this module;
2. Examine the application of a theoretical concept to an extract from a selected text studied as part of this module;
3. Devise a research poster that applies theory to a text;
4. Express how theory can shape and inform readings of theatre practice; and
5. Reflect on the relationship between theory and practice.

Essential Materials

Supplementary Materials
• "Semiotics for beginners." [Link](http://www.aber.ac.uk/media/Documents/S4B/semiotic.html)
• "Split Britches." [Link](https://splitbritches.wordpress.com/)

<table>
<thead>
<tr>
<th>Brecht, Artaud, Stanislavski (E)</th>
<th>5 ECTS</th>
<th>Banner Code: THEA 0007</th>
<th>CRN: 86646</th>
<th>Level 7</th>
<th>Assessment Method: CA</th>
</tr>
</thead>
</table>

Description of Module / Aims
Study the theoretical writings of Bertold Brecht, Antonin Artaud & Constantin Stanislavski, consider how these theorists physicalized these theories in practice, and trace how these theories continue to feature in contemporary theatre practice.

Indicative Content
• Chekhov The Seagull and Uncle Vanya
• Stanislavski extracts from An Actor Prepares
• Brecht 'The Street Scene’ ‘On Experimental Theatre’
• Brecht Mother Courage and The Good Person of Szechwan
• Artaud The Theatre of Cruelty (1st & 2nd Manifestos)
• Artaud The Cenci
• Peter Brook The Empty Space

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

1. Participate within a discourse about the nature and function of the stage; Interpret the theatrical theories of Brecht, Artaud & Stanislavski;
2. Interpret the theatrical theories of Brecht, Artaud & Stanislavski;
3. Compare the theatrical theories of Brecht, Artaud & Stanislavski;
4. Critique the production practice of Brecht, Artaud or Stanislavski as it relates to these practitioners’ theories on theatre; and
5. Trace the development of the theatrical theories of Brecht, Artaud or Stanislavski in contemporary theatre practice.

Essential Materials

Supplementary Materials
- "An Introduction to Anton Chekhov." National Theatre. [Link](http://www.nationaltheatre.org.uk/video/an-introduction-to-anton-chekhov)
- "Introduction to Brechtian Theatre." National Theatre. [Link](http://www.nationaltheatre.org.uk/video/an-introduction-to-brechtian-theatre)

Middle Eastern Religions: Judaism & Islam (E)

<table>
<thead>
<tr>
<th>ECTS</th>
<th>Banner Code</th>
<th>CRN</th>
<th>Level</th>
<th>Assessment Method</th>
</tr>
</thead>
<tbody>
<tr>
<td>5</td>
<td>THEO 0010</td>
<td>82587</td>
<td>8</td>
<td>EXAM</td>
</tr>
</tbody>
</table>

Description of Module / Aims
To give students an understanding and critical appreciation of significant aspects of Judaism and Islam

Indicative Content
The Origin and Development of Religions
- Religion before history: origins

Middle Eastern Religions
- Judaism
  - Historical Roots
  - Historical Developments
  - Judaism Today
  - Sacred Texts

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

1. Have an outline knowledge of the origins and development of religions.
2. Have an outline knowledge of the origins of both Judaism and Islam.
3. Possess a basic knowledge of selected historical developments in both Judaism and Islam.
4. Appreciate the significance of these religions for their adherents.
5. Understand some aspects of contemporary Judaism.
6. Respect and appreciate the sacred texts of both religions.
7. Have studied in outline the teachings of Islam.
8. Have concisely studied the nature and sources of the Law of Islam.
9. Be able to discuss and appreciate Islamic mysticism.
10. Develop an understanding of social regulation in Islam.

Essential Materials
Description of Module / Aims
Provide a comprehensive understanding of the theories of personality and intelligence, their measurement and assessment, and an understanding of the general issues in psychometrics.

Indicative Content
- Introduction to Personality
- Psychodynamic Theories
- Learning Theories
- Cognitive Theories
- Humanistic Theories
- Trait Theories
- Biological Theories
- Introduction to Intelligence
- Historical Theories of Intelligence
- Psychometric Theories of Intelligence
- Cognitive Theories of Intelligence
- Debates and Controversies in Intelligence
- Applied Individual Differences
- Assessment and Measurement of Individual Differences

Learning Outcomes
On successful completion of this module, a student will be able to:
1. An in depth knowledge of historical and current personality theories.
2. An in depth knowledge of historical and current intelligence theories.
3. An understanding of applied individual differences.
4. A knowledge and awareness of the key techniques of psychometrics.

Essential Materials
Criminal Law 2 (E)  
5 ECTS  |  Banner Code: CRIM 0016  |  CRN: 79149  |  Level 8  |  Assessment Method: EXAM

Description of Module / Aims
Provide a thorough grounding in the constituent elements of a variety of criminal offences. Provide a comprehensive and critical account of the various defences and justifications for criminal conduct. Enhance the students' critical appreciation of the policies which underpin legal principles and legislative choices in criminal law. Enable the student to interpret, analyse and apply the key principles of criminal law.

Indicative Content
- Non-Fatal Offences Against the Person
- Property Offences
- Sexual Offences
- Other Offences
- General Defenses
- Defenses specific to Murder

Learning Outcomes
On successful completion of this module, a student will be able to:
1. Provide a clear and comprehensive account of the constituent elements of the various of offences dealt with.
2. Demonstrate a comprehensive and critical understanding of the key defenses and justifications for criminal conduct.
3. Explain clearly and concisely the key principles of criminal law.
4. Demonstrate a critical appreciation of the legal principles and policies unique to criminal law.
5. Demonstrate independent analysis in the interpretation and application of the key principles of criminal law.

Essential Materials
- www.courts.ie
- www.lawreform.ie
- www.bailii.org
- www.irgov.ie
- www.irishstatutebook.ie
- www.justice.ie
- www.uc.ie/law/lrii

Supplementary Materials

Nineteenth Century Fiction (E)  
5 ECTS  |  Banner Code: ENGL 0043  |  CRN: 84234  |  Level 8  |  Assessment Method: EXAM

Description of Module / Aims
To introduce students to a range of nineteenth-century fiction.
Learning Outcomes

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

1. Assess the relationship between the nineteenth-century novel in Britain and North America and the cultures that produced them;
2. Demonstrate a knowledge of the work of a range of named writers;
3. Identify the central thematic concerns of nineteenth-century British and North American fiction;
4. Evaluate the variety of forms adopted by British and North American fiction writers of the nineteenth century;
5. Outline the similarities and differences between nineteenth-century fiction and the fiction of other periods.

Indicative Content

- Jane Austen, Emma
- Emily Bronte, Wuthering Heights
- George Eliot, Middle March
- Henry James, Portrait of a Lady
- Charles Dickens, Great Expectations
- Thomas Hardy, Tess of the d’Urbervilles

Supplementary Materials


| Romanticism (E) | 5 ECTS | Banner Code: ENGL 0044 | CRN: 84239 | Level 8 | Assessment Method: EXAM |

Description of Module / Aims

This module aims to introduce students to the literature of the Romantic movement.

Indicative Content

- Romantic Poetry: selected poems by Blake,
- Wordsworth, Coleridge, Shelley and Keats.
- Romantic Fiction: Mary Shelley, Frankenstein; Edgar Allan Poe, selected tales.
- Romantic Criticism: “Preface to Lyrical Ballads”
- Wordsworth and Coleridge, Samuel Taylor Coleridge,
- Biographia Literaria selections, and selected letters of
- John Keats.

Learning Outcomes

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

1. Convey an understanding of the term “Romanticism” and of the themes, literary conventions, and thinking associated with that term;
2. Demonstrate knowledge of the work of a range of Romantic writers;
3. Assess the differences between Romantic poetry and the poetry of previous eras;
4. Evaluate the Romantic conception of the Imagination;
5. Outline the continuities between Romantic poetry and Romantic fiction;
6. Identify the ways in which Romantic literature related to the culture that produced it.

Essential Materials

- Students must read the selection of poems by William Blake, William Wordsworth, Samuel Taylor Coleridge, Percy Shelley, and John Keats in the Norton Anthology of Poetry (4th ed.) In addition:
Waterford Institute of Technology
School of Humanities
Exchange Programme Module Listing


Supplementary Materials
- Bowra, C.M. (1950) The Romantic Imagination. London:

Creative Writing (E) | 5 ECTS | Banner Code: ENGL 0045 | CRN: 84243 | Level 8 | Assessment Method: CA

Prerequisite Places on this module are limited to 10 students and in order to be considered potential students must submit a sample piece of writing which will be considered before commencement of the module.

Description of Module / Aims
- Equip students with the confidence and discipline to pursue exercises in imaginative writing;
- Encourage students to work individually, yet to report to the class group and tutor on a regular basis;
- Develop students’ literary critical and compositional skills;
- Direct students as to how they might pursue a career as a writer.

Indicative Content
- Why write?: the roles of the writer
- Narrative structure
- Reading to write: considering tone and technique
- Creating meaning and resonance through word choice
- Poetic form
- Fiction
- Writing for performance
- Writing and editing
- Writing and publication

Learning Outcomes
On successful completion of this module, a student will be able to:
1. Debate the place of writing in contemporary society;
2. Critique a selection of literary compositions with the purpose of developing skills;
3. Compose a selection of poems, piece of fiction or performance;
4. Perform a reading of self-authored work to a public audience and;
5. Progress to undertake further creative writing on an independent basis.

Essential Materials
- Samples of the various genres of literature will be chosen by the lecturer in consultation with the student group, however, students will be expected to acquaint themselves with a variety of literary forms including successful examples of their form of specialisation.

Supplementary Materials

Websites
20th Century Novel – Writing (E) | 5 ECTS | Banner Code: FREN 0051 | CRN: 77101 | Level 8 | Assessment Method: CA

**Description of Module / Aims**
Explore some of the major novels of the 20th century; examine the principal themes of 20th century fiction: individual & society, isolation, memory and the quest for the past; study new narrative forms (nouveau roman).

**Indicative Content**
Three strands to include:
- Strand A: Writing the Past and Place in: Du ct de chez Swann A la recherche du temps perdu by Marcel Proust.
- Strand B: Experiments and innovation in the novel: this strand will examine developments in the novel through the works of Gide, exponents of the 'Nouveau Roman' from its genesis and evolution to the main exponents of the genre (Robbe-Grillet, Pinget), while also introducing students to other experimental writing. (Nina Bouraoui).
- Strand C: Perspectives and representation of 20th century society (individual, the city, provincial France selected from: Mauriac, Gide, Malraux, Sartre, Mauriac, Bouraoui, Yourcenar or Djebar.
- All strands will also include literary theory: the participation of the reader in the creation and interpretation of the work, reception theory, narratology, theories of the New Novel via criticism (Jean Ricardou etc.).

**Learning Outcomes**
*On successful completion of this module, a student will be able to:*
1. Have been introduced to new forms of experimental fictional writing, exemplified by the 'nouveau roman';
2. Have a solid understanding of the radical departure in terms of form, theme, content, plot, the role of the author and the participation of the reader in the creation of the novel;
3. Have acquired the critical apparatus and conceptual ability to approach and deal with a writing form that challenges the reader in such a radical fashion and our understanding of what constitutes fiction and the concept of the novel itself;
4. Have been exposed to 20th literary criticism.

**Essential Materials**
- F. Mauriac, (1989) Therese Desqueyroux. (Livre de Poche)

**Supplementary Materials**

| Partisan Literature & Doc Theatre (E) | 5 ECTS | Banner Code: GERM 0062 | CRN: 77012 | Level 8 | Assessment Method: CA |

**Description of Module / Aims**
To facilitate students in their understanding of significant post-war writers and directors and the social, cultural and political movements they represent; enable students to engage in a perceptive reading of individual texts and viewing of individual films; introduce students to some theoretical and practical aspects of critical analysis ranging from style- and genre-based approaches to those which are informed by specific ideological positions, such as class, gender, psychoanalysis, linguistics and philosophy; develop students' ability to think independently, to select and synthesise salient information from a range of reading and viewing, to reflect on conflicting arguments and to exercise their problem-solving skills; familiarise students with the use of traditional and web-based resources for the discovery of information about German literature and film.

**Indicative Content**
- Aspects of the post-war German novel and post-war film.
- The reaction of individuals to tyranny and dictatorship during the Nazi period and the enduring legacy of Fascism will be studied in a selection of novels by writers such as Andersch, von Horvath, Bll, Schlink and a selection of films by directors such as Schnldorff.
- The student movement, conflict with the father generation, Auer-parlamentarische Opposition, politicised literature and documentary theatre.
- German writers in the late 60s and early 70s had an important function outside the confines of literature as participants in political debate. The agenda went beyond the internal politics of Germany, (the rise of the student movement, the radical left and the terrorist Rote Armee Faktion and the confrontation with the father generation regarding German guilt for the past), to include the Vietnam war, the Cuban crisis and the arms race in the East-West conflict. Some of these issues, which figured prominently in the public arena of the theatre, will be explored in the documentary plays of Weis, Hochhuth, in the poetry of Enzensberger, in a novel by Peter Schneider and a film by Alexander Kluge.

**Learning Outcomes**
*On successful completion of this module, a student will be able to:*
1. Have a deeper understanding of German literature and film of the Outer-parliamentary Opposition, of the changing literary landscape in which the artists operated and of the historical, social and political events which precipitated the various literary movements.
2. Be in a position to independently analyse and compare works of literature and film, prepare coherent arguments and communicate conclusions effectively in clear prose.
3. Be informed about the historical, social and cultural events which inform the selected works of literature and film.
4. Have a knowledge of the critical terminology and literary and film history required.
5. Be in a position to source information readily from traditional and electronic sources and work to deadlines, which are transferable skills.

**Essential Materials**
- [www.carpe.com/literaturwelt](http://www.carpe.com/literaturwelt)
- [www.titel-magazin.de](http://www.titel-magazin.de)
- [www.uni-erlangen.de](http://www.uni-erlangen.de) (Germanistik)
- [www.uni-essen.de/literaturwissenschaft-aktiv/einladung.htm](http://www.uni-essen.de/literaturwissenschaft-aktiv/einladung.htm)

Supplementary Materials

<table>
<thead>
<tr>
<th>Constitutional Law 2 (E)</th>
<th>5 ECTS</th>
<th>Banner Code: LAWB 0041</th>
<th>CRN: 64958</th>
<th>Level 8</th>
<th>Assessment Method: EXAM</th>
</tr>
</thead>
</table>

Description of Module / Aims
This module aims to:
- Enable the students to acquire knowledge and understanding of the major fundamental rights provisions of the 1937 Constitution.
- Enable the students to acquire knowledge and understanding of the continual judicial interpretation of the provisions of the 1937 Constitution.
- Enable the students to acquire knowledge and understanding of the mechanism of constitutional changes to the 1937 Constitution.

Indicative Content
- Personal Rights
- Property Rights
- Freedom of Expression
- Freedom of Association and Assembly
- Equality before the Law
- Protection of the Family
- Freedom of Religion
- Trail in Due course of Law
- Interpretation of the Constitution
- Referenda and Amendment to the Constitution

Learning Outcomes
On successful completion of this module, a student will be able to:
1. Be fully cognisant of the major fundamental rights provisions in the 1937 Constitution.
2. Demonstrate their knowledge and understanding of judicial interpretation of the 1937 Constitution.
3. Demonstrate their knowledge and understanding of the system of amendment and referenda to the 1937 Constitution.

Essential Materials
- www.bailii.org
- www.courts.ie
- www.irgov.ie
- www.rte.ie/news/dailguide
- www.taoiseach.gov.ie
- www.ucc.ie/law/irlii.org
- Articles from various journals, for instance, the Irish Jurist and the Dublin University Law Journal.
- Bunreacht na hEireann 1937, as amended and the case law thereon.

Supplementary Materials
Modern Social Theory (E)

<table>
<thead>
<tr>
<th>ECTS</th>
<th>Banner Code</th>
<th>CRN</th>
<th>Level</th>
<th>Assessment Method</th>
</tr>
</thead>
<tbody>
<tr>
<td>5</td>
<td>PSYC 0075</td>
<td>72951</td>
<td>8</td>
<td>CA</td>
</tr>
</tbody>
</table>

Description of Module / Aims

To introduce students to some of the core issues in contemporary social theory.

Indicative Content

- Social Science and Modernity.
- Modernity and the Holocaust.
- Habermas and Instrumental Reason.
- Structuralism / Post-structuralism.
- Foundationalism / Anti-foundationalism.
- The emergence of the linguistic turn in social theory.
- Discourse Analysis / Ethnomethodology.
- After Modernity - Postmodernism or Anti-Modernism?

Learning Outcomes

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

1. Demonstrate an understanding of the development of social theory since the classical theory of Marx, Weber and Durkheim.
2. Adopt a number of theoretic perspectives in understanding modern social life.
3. Offer critical analyses of contemporary social issues and debates in social theory.

Essential Materials


Abnormal Psychology (E)

<table>
<thead>
<tr>
<th>ECTS</th>
<th>Banner Code</th>
<th>CRN</th>
<th>Level</th>
<th>Assessment Method</th>
</tr>
</thead>
<tbody>
<tr>
<td>5</td>
<td>PSYC 0081</td>
<td>73018</td>
<td>8</td>
<td>CA</td>
</tr>
</tbody>
</table>

Description of Module / Aims

Introduce students to the main theoretical perspectives in the area of abnormal psychology. Provide a broad overview of the major abnormal psychological disorders. Develop an understanding of the risk factors and possible causes associated with psychological disorders. Describe the main treatment approaches used to treat these disorders.

Indicative Content

- Introduction and Overview
- Causes of Abnormality
- Classification and Assessment
- Treatment
- Mood Disorders
- Anxiety Disorders
- Schizophrenic Disorders
- Personality Disorders
- Dissociative and Somatoform Disorders
• Eating and Substance Use Disorders
• Dementia, Delirium and Amnestic Disorders
• Conclusion/Recap

Learning Outcomes
On successful completion of this module, a student will be able to:
1. Demonstrate an understanding of major psychological disorders and treatment approaches.
2. Display an appreciation of the possible causes of psychological disorders.
3. Evaluate theories of psychological disorder and their application in applied settings.
4. Be able to compare and evaluate different theoretical approaches to the treatment of psychological disorders.

Essential Materials
• http://allpsych.com/disorders/index.html
• http://www.apa.org/topics/recover.html
• http://www.somethingfishy.org/
• www.interscience.wiley.com/jpages
• www.sciencedirect.com

Supplementary Materials

| Introduction to Social Psychology (E) | 5 ECTS | Banner Code: PSYC 0109 | CRN: 76248 | Level 8 | Assessment Method: EXAM |

Description of Module / Aims
Introduce students to the main concepts and ideas in social psychology and develop their ability to apply these ideas to modern social issues.

Indicative Content
• Introduction and Overview
• The Self-Concept
• Social Perception
• Group Influences
• Conformity, Authority and Obedience
• Prejudice and Discrimination
• Aggression
• Prosocial Behaviour
• Attraction
• Close Relationships
• Applied Social Psychology

Learning Outcomes
On successful completion of this module, a student will be able to:
1. Display an understanding of the key concepts, ideas and theories in social psychology.
2. Appreciate the influence of social and cultural influences on human behaviour.
3. Critically evaluate the influence of the social environment.

Essential Materials
• http://facultystaff.richmond.edu/~allison/glossary.html
• http://www.prisonexp.org
• http://www.understandingprejudice.org
• www.interscience.wiley.com/jpages
• www.sciencedirect.com
www.socialpsychology.org

Supplementary Materials

Theologies of Christ & Trinity (E) 5 ECTS Banner Code: RELI 0010 CRN: 74146 Level 8 Assessment Method: EXAM

Description of Module / Aims
To critically appraise and evaluate the teachings on Jesus Christ and the Trinity throughout the Christian tradition.

Indicative Content
Trinitarian and Christological Development in the first five centuries. Contributions to the Theological Debates:
- The Apologists
- Irenaeus, Tertullian, Origen
- Arius, Athanasius
- Apollinarism
- The Cappadocian’s
- Nestor, Cyril of Alexandria
- Augustine
- Conciliar Decrees
- Nicaea, Constantinople, Ephesus, Chalcedon

Contemporary Theological Perspectives on Jesus. Critical Evaluation of some of the following in light of Jesus’ vision of the Kingdom:
- Rudolf Bultmann/John Macquarrie
- Karl Barth
- Karl Rahner
- Edward Schillebeecks
- James P Mackey
- Juergen Moltmann
- Feminist Theology
- Liberation Theology
- Contemporary Understanding of the Experience of God as Trinity:

Development of teaching on the Trinity: Aquinas, Luther, Calvin
- Difficulties with the tradition
- Theologies of Barth, Moltmann, Rahner, Mackey etc.
- Orthodox Tradition on the Trinity
- Liberation Theological perspective
- Human society and the mystery of the Trinity: image of God, imaging community

Learning Outcomes
On successful completion of this module, a student will be able to:
1. Be able to critically evaluate contemporary theological perspectives on Jesus
2. Be able to explore the development of the doctrines of Christ as God and God as Trinity and the relationship of these doctrines to contemporary discourse
3. Be able to develop a self-critical, transformative, evaluative and inclusive approach to the Kingdom of God, Jesus and his disciples for contemporary society

Essential Materials

**Supplementary Materials**
- Supplemental

### Sociological Research (E)
| 5 ECTS | Banner Code: RESA 0094 | CRN: 74158 | Level 8 | Assessment Method: CA |

**Description of Module / Aims**
To familiarise students with qualitative and quantitative research Method in Sociology.

**Indicative Content**
- The distinctiveness of Sociological research
- Different research traditions in Sociology
- Designing research projects
- Quantitative data collection and analysis Questionnaire design
- Administration and data analysis
- SPSS, data coding, entry and analysis

**Learning Outcomes**
*On successful completion of this module, a student will be able to:*
1. Design, conduct and analyse their own sociological research using quantitative or qualitative Method.
2. Understand the connections between theory and research, and be reflexive about research.

**Essential Materials**
- [http://www.soc.surrey.ac.uk/sru/](http://www.soc.surrey.ac.uk/sru/)
Supplementary Materials


Social Ethics (E) | 5 ECTS | Banner Code: SOCI 0107 | CRN: 73054 | Level 8 | Assessment Method: EXAM

Description of Module / Aims
To understand and critique issues in Social Ethics from a “justice viewpoint”.

Indicative Content

Introduction:
- Ethics in social relationships
- Social contract tradition: Hobbes, Rousseau, Locke
  - Power and Politics
  - Ethics of Protest

Distributive Justice:
- Within the nation-state:
  - Rawls and Nozick
  - Poverty, inequality and wealth distribution
  - Provision and access to state services
  - Individual needs and social responsibility
- Distributive Justice across borders: Rachels

Social Ethics in the Bible and World Religions: Concepts of Justice:
- Justice in the Bible and World Religions
- The same justice? - cross cultural difficulties
  - Media Ethics
  - Justice and the Law

Learning Outcomes
On successful completion of this module, a student will be able to:
1. Understand the nature of social ethics and why justice is chosen as a starting point.
2. Understand the concepts of justice in the major world religions, in particular the concept of justice in the bible and in the various strands of the Christian tradition.
3. Have discussed issues in social ethics from the justice perspective that are significant in contemporary society, for example, work, poverty, inequality, power, economic policy, business and the media.
4. Able to critique theologically, the variety of responses to issues discussed and suggest further developments or alternatives.

Essential Materials

Supplementary Materials


<table>
<thead>
<tr>
<th>Trends in Spanish Literature</th>
<th>5 ECTS</th>
<th>Banner Code: SPAN 0053</th>
<th>CRN: 76908</th>
<th>Level 8</th>
<th>Assessment Method: EXAM</th>
</tr>
</thead>
</table>

Description of Module / Aims

Introduce students to the major literary movements and trends in Spain during 19th and 20th centuries. Introduce a variety of genres by important figures from these movements. Promote critical thinking about literature. Encourage students to express their ideas and to employ literary terms in analysing content and style.

Indicative Content

- An examination of the major literary movements in Spain during the 19th and 20th centuries to include: Romanticism, Realism, Modernism, the Generacin del 98, the Generacin de 27, post-war literature and current trends in Spanish literature.
- Students will study the literary aspects as they relate to cultural and historical events that have influenced the various trends.
- A variety of literary genres will be explored to include the study of one major literary work or two short literary works and excerpts from a selection of the major movements.
- A basic examination of literary criticism (language, structure and narrative techniques) including reader response criticism, as well as contextualisation of literature will be reviewed.

Learning Outcomes

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

1. Be familiar with the selection of texts and excerpts studied in this module;
2. Display a level of knowledge and understanding of the major trends studied in this module;
3. Demonstrate an ability to express their ideas in writing in English and to employ literary terms in analysing content and style;
4. Engage with, discuss, write and present the issues explored in the module in English.

Essential Materials

• Selected works and/or excerpts from a range of writers, to include at least three of the following: Bacquer, Espronceda, de Castro, Galdí, Bazín, Machado, Baroja, Valle Inclín, Unamuno, Azorin, Salinas, Lorca, Cela, Laforet.

**Lyrical Theatre (E)**

| ECTS | Banner Code: THEA 0010 | CRN: 86658 | Level 7 | Assessment Method: EXAM |

**Description of Module / Aims**

This module aims to introduce students to lyricism in the theatre and to texts from within the lyrical dramatic tradition.

**Indicative Content**

- Sean O'Casey - The Plough and the Stars.
- Seamus Heaney - The Cure at Troy.
- Lady Augusta Gregory – Gránia.
- W.B. Yeats - At the Hawk's Well.
- Federico García Lorca - Yerma.
- Marina Carr - The Mai.
- Lynda Radley - The Art of Swimming.
- Oscar Wilde - Salomé.

**Learning Outcomes**

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

1. Discuss how poetic language is used in theatre and to what effect.
2. Analyse how language and movement are linked in the dramas considered.
3. Demonstrate detailed knowledge of the themes within the dramas considered and how they related to the era in which the dramas were produced.
4. Demonstrate knowledge of the dramas considered in terms of the printed text and performance.
5. Identify the challenges of producing/directing or performing the dramas considered within the module.

**Essential Materials**


**Supplementary Materials**


**Creating the Theatrical Text 2 (E)**

| ECTS | Banner Code: THEA 0022 | CRN: 89587 | Level 7 | Assessment Method: CA |

**Description of Module / Aims**

This module aims to introduce students to the possibilities of extending the theatrical event outside the theatre space, and provide students with an opportunity to create a performance through which they can explore a range of methodologies associated with devising performance.

**Indicative Content**

- Establishing working practices
- Drama and theatre exercises and techniques to generate, extend and structure material
- Devising Method that experiment with form, content, and style
- The performer/audience relationship
- Documenting material
Waterford Institute of Technology

School of Humanities

Exchange Programme Module Listing

- Performance site considerations
- Reflective Writing

**Learning Outcomes**

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

1. Experiment with devising methodologies in the creation of material;
2. Generate and shape material informed by workshop practice and research;
3. Select appropriate theatrical devices to extend the performer/audience relationship;
4. Evaluate decisions in the editing of material throughout the process;
5. Perform a short piece for an audience in a specific site;
6. Assess the aesthetic possibilities, limitations and the potential of performance outside a theatre space.

**Essential Materials**


**Supplementary Materials**


---

### Oriental Religion: Hinduism & Buddhism (E)

<table>
<thead>
<tr>
<th>ECTS</th>
<th>Banner Code</th>
<th>CRN</th>
<th>Level</th>
<th>Assessment Method</th>
</tr>
</thead>
<tbody>
<tr>
<td>5</td>
<td>THEO 0011</td>
<td>82594</td>
<td>8</td>
<td>CA</td>
</tr>
</tbody>
</table>

**Description of Module / Aims**

To enable students to critically appreciate the origins, beliefs and practices of Hinduism and Buddhism.

**Indicative Content**

**Hinduism**

- The Development of the Hindu Religion
- Samsara: Hindu Self-understanding
- Hindu Scriptures
- Ritual, Worship and Festivals
- Social Regulation
- Interpreters of Hindu Thought

**Buddhism**

- Origins
- Religious Practices
- Main Streams of Buddhism
- Theravada Buddhism
- Mahayana Buddhism
- Sects: Japan, Zen, China and Tibet
- Mantras and Mandalas
- Appeal of Buddhism in the West

**Learning Outcomes**

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

1. Have an outline knowledge of the origins of both Hinduism and Buddhism
2. Possess a basic knowledge of developments in both Hinduism and Buddhism
3. Have a basic knowledge of the beliefs, customs and spirituality of both religions
4. Appreciate the significance of these religions for their adherents
5. Understand some contemporary aspects of these religions
6. Respect and appreciate the sacred texts of both religions

**Essential Materials**


Supplementary Materials
• Harvey, P. (1980) An Introduction to Buddhism. Cambridge: CUP
• Kulananda (1996) Principles of Buddhism. San Francisco: Thorsons
• Snelling, J. (1990) The Elements of Buddhism. Element Books
• The Tibetan Book of the Dead trans. RAF Thurman (1994) Aquarian/Thorson

| Nuathfhiúcht na Gaeilge (E) | 5 ECTS | Banner Code: ARTM 0026 | CRN: 76374 | Level 8 | Assessment Method: CA |

Description of Module / Aims
Ar chríoch an chúrsa seo dó/dí, ba chóir go mbeadh tuiscint agus léargas ag an mac léinn ar: Nuathfhiúcht na Gaeilge.

Learning Outcomes
On successful completion of this module, a student will be able to:
1. Príomhfhiúil aitheanta na Gaeilge agus a saothar a aithint
2. Saothar nuathfhiúil na Gaeilge a phlé agus cur síos agus comparáid a dhéanamh idir na tréimhsí éagsúla agus na téamaí a thagann chun cinn san fhilíocht
3. Mar a théann saothar nuathfhiúil na Gaeilge i bhfeidhm air féin go pearsanta a chur in iúl

Indicative Content
Nuathfhiúcht le:
• Máirtín Ó Direáin
• Seán Ó Riordáin
• Máire Mac an tSaoi
• Nuala Ní Dhomhnaill
• Cathal Ó Searcaigh
• Mícheál Ó hAirtnéide.
• Michael Davitt
• Louis de Paor
• Rita Kelly
• Biddy Jenkinson
• Colm Breathnach
## Essential Materials

## Supplementary Materials
- Kelly, Rita (2009) Turas go Bun na Spéire, Indreabhán: Cló Iar Chonnachta
- Ní Dhomhnaill, Nuala (1986), Rogha Dánta, Baile Atha Cliath: Raven Arts
- De Paor, Louis (2005) Ag Greadadh Bás sa Reilig, Baile Átha Cliath: Coiscéim
- Ó Searcaigh, Cathal (2002) Caiseal na gCorr, Indreabhán: Cló Iar Chonnachta
- Ó Direáin, Máirtín (1980), Dánta 1939-1979 An Clóchomhar
- Ó Riordáin, Seán (1976) Eireaball Spideoige, Baile Átha Cliath: Sáirséal & Dill
- Mhac an tSaoi, Máire (1956) Margadh na Saoire, Baile Átha Cliath: Sáirséal agus Dill

## Supplementary Resources
- [http://www.poetryireland.ie/](http://www.poetryireland.ie/)
- [http://www.irishwriters-online.com/](http://www.irishwriters-online.com/)
- [http://www.cic.ie](http://www.cic.ie)
- [http://www.coislife.ie](http://www.coislife.ie)
- [www.coisceim.com](http://www.coisceim.com)
- [www.angum.ie](http://www.angum.ie)
- [http://www.clómhaigheo.ie](http://www.clómhaigheo.ie)

### The Modern Novel (E)
- **ECTS:** 5
- **Banner Code:** ENGL 0048
- **CRN:** 84277
- **Level:** 8
- **Assessment Method:** EXAM

## Description of Module / Aims
The aim of this module is to introduce students to the twentieth-century novel.

## Indicative Content
- James Joyce, Ulysses
- Virginia Woolf, To the Lighthouse
- D.H. Lawrence, Women in Love
- Evelyn Waugh, A Handful of Dust
- F. Scott Fitzgerald, The Great Gatsby

## Learning Outcomes
*On successful completion of this module, a student will be able to:*
1. Be familiar with a range of twentieth-century novels;
2. Be aware of continuities and discontinuities between the twentieth-century novel and novels of previous eras;
3. Understand the term “Modernism” as it applies to fiction;
4. Be familiar with the term “stream of consciousness”;
5. Be able to theorise about the nature of fiction;
6. Reflect on the ways in which twentieth-century fiction responds to twentieth-century history.

## Essential Materials
Modern Irish Drama (E) 5 ECTS  Banner Code: ENGL 0049  CRN: 84281  Level 8  Assessment Method: CA

Description of Module / Aims
This module aims to introduce students to modern Irish drama and to reflect on their engagement with the texts studied.

Indicative Content
- Samuel Beckett, Waiting for Godot (1953)
- Tom Murphy, Bailegangaire (1985)
- Anne Devlin, Ourselves Alone (1985)
- Patricia Burke Brogan, Eclipsed (1988)
- Brian Friel, Faith Healer (1996)
- Marina Carr, Woman and Scarecrow (2006)

Learning Outcomes
On successful completion of this module, a student will be able to:
1. Illustrate a detailed knowledge of and evaluate a range of dramatic works by Irish playwrights;
2. Critique the relationship between text and performance;
3. Analyse the range of themes treated by Irish playwrights;
4. Reflect on the engagement of Irish playwrights with history;
5. Trace the development of drama in Ireland from 1950 to the present day.

Essential Materials

Supplementary Materials
- "Playography Ireland." http://www.irishplayography.com/

Poetry from Yeats to Lowell (E) 5 ECTS  Banner Code: ENGL 0050  CRN: 84285  Level 8  Assessment Method: EXAM

Description of Module / Aims
This module aims to introduce students to a variety of poetry in English from the early twentieth-century onwards with a particular emphasis on Modernism.

Indicative Content
- W.B. Yeats
- Ezra Pound, H.D.
- T.S. Eliot, Mina Loy
- Marianne Moore, Elizabeth Bishop
- W.H. Auden, Philip Larkin
Anne Sexton, Robert Lowell

Learning Outcomes

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

1. Examine the term “Modernism” as it applies to poetry;
2. Critique the work of a range of twentieth-century poets;
3. Detect the continuities and discontinuities between twentieth-century poetry and poetry of earlier eras;
4. Trace the development of twentieth-century poetry;
5. Analyse the forms deployed by twentieth-century poets;
6. Evaluate poetry of the Confessional tradition.

Essential Materials


Supplementary Materials


<table>
<thead>
<tr>
<th>German Speaking World (E)</th>
<th>5 ECTS</th>
<th>Banner Code: GERM 0079</th>
<th>CRN: 80115</th>
<th>Level 8</th>
<th>Assessment Method: CA</th>
</tr>
</thead>
</table>

Description of Module / Aims

Foster a comprehensive appreciation of current affairs and issues pertaining to modern society in the TL countries; Develop students’ capacity for independent thought, evaluative analysis and effective communication in the TL at the appropriate CEF level; Promote intellectual curiosity so as to encourage students to become life-long learners in areas related to the culture and society of the TL countries; Further develop students’ skills of autonomy and intercultural competence which can be transferred to a variety of contexts.

Indicative Content

- Analysis of current affairs in the TL countries in their historical, social and economic contexts.
- Developments and innovations in science and technology in the German speaking countries.
- A comparative study of the media and modern telecommunication in the German-speaking countries and Ireland.
- An introductory study of the political and administrative systems and institutions in the Germany compared with Ireland (social control systems).
- An overview of the system of law and order in Germany.

Learning Outcomes

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

1. Analyse texts from socio-cultural and intercultural contexts;
2. Communicate and write about their views on socio- and intercultural topics effectively and coherently at the appropriate CEF level;
3. Display a high level of intercultural competence and an openness to alternative world views.

Essential Materials

- www.bpb.de
- www.clicconsortium.jyu.fi
- www.deutschland-magazine.de
- www.dhm/lemo.de
- www.dwelle.de
Plays, Playwrights & Cinema in the 20th Century (E)  |  5 ECTS  |  Banner Code: LANG 0140  |  CRN: 84319  |  Level 8  |  Assessment Method: EXAM

**Description of Module / Aims**
Explore plays and playwrights in 20th century French theatre; use cinema as an expression of French society in the 20th century.

**Indicative Content**
- **Strand A:** Theatre of the Absurd: this will introduce post-war literary context in France, particularly the Theatre of the Absurd (Beckett and Ionesco); the philosophy of the Absurd, typified in Samuel Beckett's plays. The major themes such as the individual and the universe, the theme of habit, the human condition, the rejection of hope, themes of futility and hopelessness, will be explored. There will be analysis of structure and form of the selected plays.
- **Strand B:** a play from one of the following will be studied: the theatre spirituel (Claudel) the existential school (Sartre), the drame de linquitude (Anouilh), humanist (Giraudoux), engage / resistance (Camus).
- **Strand C:** cinematic representation of French society: works will be chosen from classics from filmmakers such as Godard, Renoir, Truffaut.

**Learning Outcomes**
*On successful completion of this module, a student will be able to:*
1. Been introduced to the theatre as an important form of literary expression in 20th Century French Literature;
2. An understanding of the cultural, social and philosophical context of post-war France from which the plays emerged;
3. A solid understanding of the literary and philosophical concepts underpinning the prescribed plays.

**Essential Materials**

**Supplementary Materials**

<table>
<thead>
<tr>
<th>Sacred Ritual in Communities (E)</th>
<th>5 ECTS</th>
<th>Banner Code: THEO 0003</th>
<th>CRN: 82601</th>
<th>Level 8</th>
<th>Assessment Method: EXAM</th>
</tr>
</thead>
</table>

**Description of Module / Aims**
To understand the importance and function of ritual in society and religious communities.

**Indicative Content**

**Ritual Definitions**
- Philosophical and sociological context of ritual.
- Symbol as basic unit of ritual/role of ceremony.
- Myth as symbolic narrative.

**Rites of Passage (Arnold Van Gennep)**
- Principle of Rites of Passage.
- Rites of Separation, Transition and Incorporation.
- Necessity of initiatory rites as Rites of Passage for social identity.
- Seasonal and cosmic Rites of Passage.

**Contemporary Context of Passage**
- Defining psychology and role of the unconscious.
- Inadequacy of society to nurture Rites of Passage/problem of community leadership/elders.
- Contemporary identification of Rites of Passage
- Rites of Passage and the individualism of psychology/extending consciousness.

**Victor Turner**
- Defining anthropology and the study of the primitive.
- The dynamics of primitive ritual, rites of fertility.
- The ritual process of separation, margin and aggregation.

**Ritual Phenomena**
- Defining liminality and liminars.
- Attributes of communities in liminal context.
- Identification and appraisal of contemporary ritual phenomena.

**The Social Dialectic**
- Primitive society and communities.
- Social structure and the role of anti-structure.
- Social necessity of ritual in elevation and reversal.
- A focus on the role of anti-structure in drama and dance.

**Ritual and Post-modernity**
- Post-modernity and the hermeneutics of retrieval.
- Funeral traditions in pre-famine Ireland.
- Communities and the festival of Lughnasa.

**Learning Outcomes**

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

1. Have an adequate knowledge of the relevant data from anthropology and psychology for an understanding of the ritual process.
2. Understand the dynamics of the ritual process.
3. Have an understanding and appreciation of the function of ritual for the individual and society.
4. Have an understanding and appreciation of the role and function of word in the ritual process.
5. Have a contemporary understanding of ritual which will enable them to retrieve elements of the ritual process from their own culture and tradition.

**Essential Materials**

Supplementary Materials

<table>
<thead>
<tr>
<th>Interdisciplinary Seminar 3</th>
<th>5 ECTS</th>
<th>Banner Code: PSYC 0089</th>
<th>CRN: 73144</th>
<th>Level 8</th>
<th>Assessment Method: CA</th>
</tr>
</thead>
</table>

Description of Module / Aims
To initiate dialogue between the disciplines of the learner's major and associated subjects.

Indicative Content
• Interdisciplinarity: Integrative thinking and learning.
• Issues raised in the stage 2, and stage 3, semester 1 modules, particularly those arising from inter-module encounter.

Learning Outcomes
On successful completion of this module, a student will be able to:
1. Have participated in critical reflection on topics and issues raised in the modules of stages 1 and 2 and semester 1, stage 3.
2. Have developed the communication skill of listening, speaking, and reading.
3. Have begun to relate and integrate their understandings of the various modules at stages 1 & 2 and stage 3, semester 1 and to connect them with their own lived experience.
4. Appreciate the communal nature of the academic enterprise and develop a sense of self-authorship.
5. Have completed an oral and written presentation to the group on an issue relevant to the modules of stages 1 & 2 and stage 3, semester 1, raising questions about the learner's major and associated subject.

<table>
<thead>
<tr>
<th>Oriental Religions: Hinduism &amp; Buddhism (E)</th>
<th>5 ECTS</th>
<th>Banner Code: RELI 0008</th>
<th>CRN: 74138</th>
<th>Level 8</th>
<th>Assessment Method: CA</th>
</tr>
</thead>
</table>

Description of Module / Aims
To enable students to critically appreciate the origins, beliefs and practices of Hinduism and Buddhism.

Indicative Content

Hinduism
• The Development of the Hindu Religion
• Samsara: Hindu Self-understanding
• Hindu Scriptures
• Ritual, Worship and Festivals
• Social Regulation
• Interpreters of Hindu Thought

Buddhism
• Origins
• Religious Practices
• Main Streams of Buddhism
• Theravada Buddhism
• Mahayana Buddhism
• Sects: Japan, Zen, China and Tibet
• Mantras and Mandalas
• Appeal of Buddhism in the West

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

1. Have an outline knowledge of the origins of both Hinduism and Buddhism
2. Possess a basic knowledge of developments in both Hinduism and Buddhism
3. Have a basic knowledge of the beliefs, customs and spirituality of both religions
4. Appreciate the significance of these religions for their adherents
5. Understand some contemporary aspects of these religions
6. Respect and appreciate the sacred texts of both religions

**Essential Materials**


**Supplementary Materials**

- The Tibetan Book of the Dead trans. RAF Thurman (1994) Aquarian/Thorson

Global & Bio Ethics (E) 5 ECTS Banner Code: PSYC 0092 CRN: 73168 Level 8 Assessment Method: EXAM

**Description of Module / Aims**

To critique in theological perspective issues of contemporary importance in Global and Bio Ethics, particularly in relation to the environment and peace studies

**Indicative Content**

**Environmental Issues**

- Outline examination of key global issues impacting on the environment:
- Biodiversity: Rainforest, wetlands, endangered species
- Conservation: Global measures, world organisations, the future
- Theological and ethical critique of the outlined global issues affecting the environment

**Peace Studies**

- Conflict and Warfare
- Sectarianism
- Conflict Resolution
• The Question of Nuclear Arms

Principles of a Global Ethic
• Declaration: Parliament of the World’s Religions
• Theological Critique

Bioethics
• Euthanasia
• Abortion
• Human Genome Research
• Sanctity of Human Life

Learning Outcomes
On successful completion of this module, a student will be able to:
1. Be able to discuss and critique ethically and in theological perspective some key global environmental issues and make decisions about appropriate action for some of them
2. Be able to discuss and critique ethically and in theological perspective aspects of peace studies such as conflict and warfare, sectarianism, conflict resolution, and explore some case studies
3. Be able to appreciate the problems of division and conflict on a global scale, and the efforts to find resolutions
4. Be able to appreciate and understand the commonalty and differences between cultures in responding to ethical issues
5. Have examined the phenomenon of ethical pluralism
6. Be able to understand, critique and apply the principles of a global ethic.
7. Be able to discuss and critique current ethical theories, discussions, arguments and issues in Bioethics.
8. Have examined the principle of the sanctity of human life in the major world religions

Essential Materials

Supplementary Materials
• McDonagh, S. (1986) To Care for the Earth: A Call to a New Theology. London: Chapman
• Sarre, P. (1991) One World for One Earth. London: Earthscan

<table>
<thead>
<tr>
<th>Advanced Social Psychology (E)</th>
<th>5 ECTS</th>
<th>Banner Code: PSYC 0111</th>
<th>CRN: 76260</th>
<th>Level 8</th>
<th>Assessment Method: EXAM</th>
</tr>
</thead>
</table>

Description of Module / Aims
Build on and further develop students' understanding of the main theoretical frameworks used in social psychology. Demonstrate the importance of social norms in influencing how we think, feel and act towards ourselves and other people. Demonstrate the reciprocal interaction between social factors, cognitions and behaviour. Provide students with a critical understanding of how social factors influence real world phenomena and concerns.

Indicative Content
• Introduction and Overview
• Development of Self and Identity
• Social Cognition
• Attribution
• Cognitive Dissonance
• Attitudes and Behaviour
• Persuasion and Attitude Change
• Leadership and Decision Making
• Cultural Influences
• Intergroup behaviour
• Conflict and mediation
• Conclusion/Recap

Learning Outcomes
On successful completion of this module, a student will be able to:
1. Evaluate the main theoretical frameworks used in social psychology
2. Critically discuss the complex relationship between social factors, human behaviour and cognitions
3. Analyse the social factors influencing real world phenomena and concerns

Essential Materials
• http://facultystaff.richmond.edu/allison/glossary.html
• http://soclab.wadsworth.com/
• www.interscience.wiley.com/jpages
• www.sciencedirect.com
• www.socialpsychology.org

Supplementary Materials

**Psychology & Crime (E)** 5 ECTS  Banner Code: **PSYC 0112**  CRN: **76264**  Level 8  Assessment Method: **EXAM**

**Description of Module / Aims**
Introduce key approaches, concepts and techniques in criminological/forensic psychology. Evaluate and situate the role of psychology in understanding the factors that influence criminal behaviour. Critically consider key approaches to understanding crime.

**Indicative Content**
- Introduction and Overview
- Theories of Crime
- Psychology in the Courtroom
- Offender Profiling
- Violent Crime
- Sexual Crimes
- Psychology and Prison
- Mental Illness and Crime
- Victims of Crime
- Fear of Crime
- Conclusion/Recap

**Learning Outcomes**
*On successful completion of this module, a student will be able to:*
1. Understand key concepts, ideas and theories in criminological/forensic psychology.
2. Appreciate the role of psychology in understanding criminal behaviour.
3. Assess the usefulness of psychological approaches to understanding crime.

**Essential Materials**
- [http://www.apa.org/monitor/julaug03/prisontoc.html](http://www.apa.org/monitor/julaug03/prisontoc.html)
- [http://www.csom.org/train/etiology/overview/content.htm](http://www.csom.org/train/etiology/overview/content.htm)
- [http://www.liv.ac.uk/Psychology/ccir/op.html](http://www.liv.ac.uk/Psychology/ccir/op.html)
- [http://www.prisonexp.org/](http://www.prisonexp.org/)
- [www.interscience.wiley.com/jpages](http://www.interscience.wiley.com/jpages)
- [www.sciencedirect.com](http://www.sciencedirect.com)

**Supplementary Materials**

**Sociology of Gender (E)** 5 ECTS  Banner Code: **SOCI 0108**  CRN: **73158**  Level 8  Assessment Method: **EXAM**

**Description of Module / Aims**
To examine some of the contradictions and connections that characterise contemporary sociological theorizing, gender justice and democratic relationships and further develop this depth of knowledge and to contribute to development of the student’s appreciation of the discursive nature of sociology.

**Indicative Content**
- Introduction to gender studies, definitions and perspectives, Masculinities, Femininities Gender inequalities
- Gender constructions
- Gender inequalities in Irish society, historically, and in contemporary society
- Feminist theories
- Historical roots
- Sociological perspectives in feminism
- Gender and society

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

1. Offer critical analyses of masculinity and femininity, as well as gender inequalities.

Essential Materials

Supplementary Materials

Lit, Identities & Belonging (E) 5 ECTS  Banner Code: SOCI 0139  CRN: 74182  Level 8  Assessment Method: CA

Description of Module / Aims
To develop the students understanding of, and appreciation for, the importance of cultural and literary production as reflections of identity and belonging within their social and historical contexts.

Indicative Module Content
- Belonging, identities and social selves
- Literature and political, social and historical contexts
- The other in literature
- Edward Said: Conrad, Orientalism and Home as a contested space
- Franz Fanon: blackness, colonialism and violence
- Joyce: Leopold Bloom and belonging: the Judaic other

Learning Outcomes
On successful completion of this module, a student will be able to:
1. Understand how identities and belonging are conceptualised within sociological and cultural studies contexts
2. Appreciate literature as a medium in considering complex questions such as those concerning identity, and belonging

Essential Materials

Mexican Culture & Literature (E) 5 ECTS  Banner Code: SPAN 0037  CRN: 74218  Level 8  Assessment Method: CA

Description of Module / Aims
Introduce students to the social, political and historical contexts that shape modern day Mexico. Explore the question of Mexican identity. Promote critical thinking about literature. Develop and encourage students’ ability to read and understand authentic texts in Spanish at appropriate CEFR level.

**Indicative Content**

An overview of the following periods of Mexican history studied through the medium of written and visual forms:

- Prehispanic era (1700 BC - 1525 AD)
- The Spanish Conquest of Mexico and the Colonial Period (1525-1810)
- Independence (1810-1854)
- The Reform and Porphyrysm (1854-1910)
- The Mexican Revolution (1910-1940)
- The path to modern day Mexico (1940-today)
- Study one major or two shorter pieces of literary work from twentieth century Mexico that explores the question of identity.
- Study of visual representations of the periods by examining tradition of mural works or the study of one representative visual form (to include documentary or film based material).

**Learning Outcomes**

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

1. Demonstrate a good general knowledge of contemporary Mexican society, its origins and current issues;
2. Engage with, discuss, write and present the issues explored in the module.

**Essential Material(s)**

- [http://lanic.utexas.edu/](http://lanic.utexas.edu/)
- [http://www.mexconnect.com/mex_/history.html](http://www.mexconnect.com/mex_/history.html)
- Rochfort, Desmond (1993) Mexican Muralists (Orozco, Siqueiros, Rivera), Raincoast Books
- Selected literary works from: Fuentes, Rulfo, Azuela, Paz, Garro, Castellanos, Mastretta, Puga
- Speckman Guerra et al. (2004) Nueva historia minima de Mexico. Mexico: Colegio de Mexico

### Creating the Theatrical Text 3 (E)

| 5 ECTS | Banner Code: THEA 0024 | CRN: 89599 | Level 8 | Assessment Method: CA |

**Description of Module / Aims**

Provide students with an opportunity to generate and craft performance material, and develop their research and independent learning skills in the production of a theatrical event.

**Indicative Content**

- Creating performance material: collaborative ways of working; discussion; brainstorming; improvisation; physical, visual and textual approaches in the generation of material.
- Performance skills: character development; the voice in performance; the actor’s physicality; creating an atmosphere.
- Working with the ‘text’: text analysis and/or adapting text for performance.
- Tasks and responsibilities of production personnel.
- Documenting theatre practice.
- Critically reflective practice.
- Implementing pre-production preparatory work.

**Learning Outcomes**

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

1. Develop a collaborative approach to theatre making;
2. Devise material based on a script, other forms of ‘text’, or a musical score;
3. Select and employ a range of appropriate performance skills, techniques and methodologies with which to generate and perform material;
4. Show a selection of performance material throughout the early stages of a process;
5. Decide on material to take forward into the rehearsal process and performance based on its potential and performance possibilities; and
6. Critically reflect on the creative and decision-making process.
Essential Materials

Supplementary Materials

<table>
<thead>
<tr>
<th>Historical Sociology (E)</th>
<th>5 ECTS</th>
<th>Banner Code: ARTM 0032</th>
<th>CRN: 86406</th>
<th>Level 8</th>
<th>Assessment Method: CA</th>
</tr>
</thead>
</table>

Description of Module / Aims
To provide students with a comprehensive understanding of the historical processes that shaped modern societies and debates within historical sociology.

Indicative Content
Sociological analysis of the key events and periods shaping modernity
- Early Civilisations
- The Axial Age
- The Ecumenic Age
- The Middle Ages
- The Renaissance
- The Reformation
- The Enlightenment and the Age of Revolution
- The Great Transformation
- Globalisation
- Post-Industrial Society

Theoretical approaches to the past
- Historical materialism
- Modernisation theory
- Historical geography
- Institutional history
- Cultural history
- Intellectual history
- Genealogical method
- History from below

Empirical topics
- State formation processes
- Capitalism
- Nations and nationalism
- Class
- Democracy, parliaments and social movements
- The city and architecture
- Historical memory
- Everyday life
- Science
- Religion

Learning Outcomes
On successful completion of this module, a student will be able to:
1. Connect current events and processes in their historical context;
2. Critically engage with the main theoretical and debates within historical sociology;
3. Apply historical sociological analyses to specific empirical topics.

**Essential Materials**

**Supplementary Materials**

**Critical Theory & Beyond (E) 5 ECTS**

**Description of Module / Aims**
This module aims to introduce students to key developments in criticism and critical theory through a range of selected texts from Marxist criticism through to posthumanist theory.

**Indicative Content**
- Marxism
- Structuralism
- Psychoanalytic theory
- Deconstruction
- Poststructuralism
- Feminist theory
- Queer theory
- Postcolonialism
- Posthumanism

**Learning Outcomes**
*On successful completion of this module, a student will be able to:*
1. Identify the ways in which theory informs other disciplines.
2. Distinguish between and explain key movements in critical theory.
3. Question the relationship between the reader and the text.
4. Critique his/her own position as a reader.
5. Interpret and apply a range of theoretical approaches to literary texts, cultural products and real world scenarios.

**Essential Materials**

**Supplementary Materials**

### Theatre of the South-East (E)

| 5 ECTS | Banner Code: THEA 0018 | CRN: 86690 | Level 8 | Assessment Method: CA |

### Description of Module / Aims
The module aims to investigate drama, theatre and performance originating in the south-east region of Ireland.

### Indicative Content
- Teresa Deevy- The King of Spain's Daughter/Katie Roche
- Una Troy- Mount Prospect
- Jim Nolan- The Salvage Shop/Brighton
- Billy Roche- A Handful of Stars/Lay me Down Softly
- Regional theatre
- Street and community performance

### Learning Outcomes
*On successful completion of this module, a student will be able to:*
1. Illustrate how the social, cultural, and/or geographic contexts are treated in the texts and practice considered as part of this module;
2. Compare the treatment of similar themes within the work considered within the module; and
3. Contextualise the work considered within this module to the canon of Irish drama, theatre, and performance.

### Essential Materials

### Supplementary Materials
- Merriman, V. Because we are poor: Irish theatre in the 1990s. Dublin: Carysfort Press, 2011.

### Writing 19th Century French (E)

| 5 ECTS | Banner Code: LANG 0095 | CRN: 73382 | Level 8 | Assessment Method: CA |

### Description of Module / Aims
Introduce the student to the 19th Century French novel and the literary works of some of the most influential French writers of the nineteenth century: Flaubert, Honor de Balzac; introduced the student to critical analysis of theme, narrative, language
and prose style; familiarise the student with the socio-historical and socio-economic background of the period; introduce the student to a history of ideas of the period.

### Indicative Content

- **Strand A:** will include analysis of the following history, politics and society in 19th century France; Claude Berris *Germinal* on DVD to expose the late 19th socio-cultural, industrial context; overview & introduction to the 19th Century & the Roman Raliste;
- Introductory critical reading of the text; thematic analysis of language, imagery, themes and form typical of the 19th century novel.
- **Strand B:** the study of a novel by Flaubert and Stendhal.
- **Strand C:** a novel by Balzac.

### Learning Outcomes

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

1. Be thoroughly acquainted with the socio-historic and socio-cultural background of the 19th Century as viewed through the 19th century French novel;
2. Be able to contrast their reading of a 19th century text with a late 20th century text (Differences in approach, theme, style, narrative, language);
3. Have developed skills in critical commentary and textual analysis.

### Essential Materials


### Supplementary Materials


### Description of Module / Aims

To critique in theological perspective issues of contemporary importance in Global and Bio Ethics, particularly in relation to the environment and peace studies.

### Indicative Content

**Environmental Issues**

- Outline examination of key global issues impacting on the environment:
  - Biodiversity: Rainforest, wetlands, endangered species
  - Conservation: Global measures, world organisations, the future
  - Theological and ethical critique of the outlined global issues affecting the environment

**Peace Studies**

- Conflict and Warfare
- Sectarianism
- Conflict Resolution
- The Question of Nuclear Arms
- Principles of a Global Ethic
- Declaration: Parliament of the World’s Religions
- Theological Critique

**Bioethics**
• Euthanasia
• Abortion
• Human Genome Research
• Sanctity of Human Life

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

1. Be able to discuss and critique ethically and in theological perspective some key global environmental issues and make decisions about appropriate action for some of them
2. Be able to discuss and critique ethically and in theological perspective aspects of peace studies such as conflict and warfare, sectarianism, conflict resolution, and explore some case studies
3. Be able to appreciate the problems of division and conflict on a global scale, and the efforts to find resolutions
4. Be able to appreciate and understand the commonality and differences between cultures in responding to ethical issues
5. Have examined the phenomenon of ethical pluralism
6. Be able to understand, critique and apply the principles of a global ethic.
7. Be able to discuss and critique current ethical theories, discussions, arguments and issues in Bioethics.
8. Have examined the principle of the sanctity of human life in the major world religions

Essential Materials

Supplementary Materials
• McDonagh, S. (1986) To Care for the Earth: A Call to a New Theology. London: Chapman

<table>
<thead>
<tr>
<th>World Literatures in French (E)</th>
<th>5 ECTS</th>
<th>Banner Code: LANG 0141</th>
<th>CRN: 74323</th>
<th>Level 8</th>
<th>Assessment Method: CA</th>
</tr>
</thead>
</table>

**Description of Module / Aims**

Introduce students to an appreciation and understanding of World Literatures in French (Francophone Postcolonial literatures); provide students with an overview of Frances colonial past, Frances post-colonial relationship with its former colonies and their writing back to the former metropolitan centre, in the language of the former colonizer; examine why Literature monde has become a trans-national window on to the world; introduce students to an appreciation and understanding of the status of the French Language in Quebec. How French is a symbol of cultural and linguistic identity and autonomy of Quebec from the rest of English-speaking Canada; introduce students to the works of Francophone North African writers and to a selection of Franco-Canadian novelists and poets; familiarise the students with the prize-winning works of writers who though either not French, or born in France of immigrant origin, are recognised in the French-speaking world as having made an invaluable contribution to literature written in French and to metropolitan French society and ideas.

**Indicative Content**

- Strand A: A textual and thematic analysis of world literatures in French (Canadian; North African, Caribbean, Sub-Saharan African).
- Strand B: An analysis of a selection of literature from French Algeria (Camus and/or other 20th century writers).
- Strand C: An overview of Francophone Postcolonial & Transnational Theory & a study of the Wording of French language literatures.

**Learning Outcomes**

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

1. Have gained a deeper understanding of Frances colonial history and its post-colonial aftermath;
2. Have a deepened appreciation of French as an international language and its importance as an instrument of empowerment and liberation in the Francophone world;
3. Understand the relationship between France and the Francophone World;
4. Be introduced to the writing of some of the most important writers and thinkers in the French-speaking world.

**Essential Materials**

- Sullivan, J. (1964) Mais il y a la mer. Montreal & Paris: Broche

**Supplementary Materials**


<table>
<thead>
<tr>
<th>Independent Literary Study (E)</th>
<th>5 ECTS</th>
<th>Banner Code: LITC 0022</th>
<th>CRN: 84260</th>
<th>Level 8</th>
<th>Assessment Method: CA</th>
</tr>
</thead>
</table>
**Description of Module / Aims**

Enable the students to choose to study an area of literature of particular interest to the student; Enable the student to produce a written assignment on a literary topic of approximately five thousand words or prepare an agreed portfolio of creative writing; Enable the students to continue to develop and build their independent learning skills, academic research skills, academic writing skills and critical skills. Encourage students to work individually, yet report back to their supervisor on a regular basis and; Foster in the students an awareness of the importance of self-directed study.

**Pre-Requisites:** For those who wish to submit a portfolio of creative writing a prerequisite for this module is successful completion of the module 'Introduction to Creative Writing'

**Indicative Content**

- Developing and presenting a research question.
- Preparing an annotated bibliography / literature review.
- Advanced academic writing: precision and clarity.
- Creating and structuring an academic narrative.
- Referencing according to the Harvard system.
- Presenting an extended essay in a prescribed format.
- Proof reading and editing.

**Learning Outcomes**

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

1. Plan and structure an assignment on an agreed topic of approximately five thousand words;
2. Conduct independent research, some of which must be at the forefront of the field of learning, in the topic;
3. Present a detailed knowledge and understanding of the topic through literary critique and commentary;
4. Apply creative skills in presenting a narrative of the theories, themes and literature under consideration;
5. Offer conclusions based upon the research presented;
6. Demonstrate a commitment to a rigorous approach to accrediting the work of other researchers through employing a precise and meticulous system of referencing.

**Essential Materials**


**Supplementary Material**


---

| Counselling Psychology (E) | 5 ECTS | Banner Code: PSYC 0094 | CRN: 73240 | Level 8 | Assessment Method: EXAM |

**Description of Module / Aims**

Introduce key approaches, concepts and techniques in counselling psychology. Evaluate various theoretical approaches in counselling psychology. Critically consider key approaches to understanding and treating psychological disorders.

**Indicative Content**

- Introduction and Overview
- Definitions and concepts
- Behavioural Approaches
- Cognitive-Behavioural Approaches
- Psychodynamic Approaches
- Humanistic/Phenomenological Approaches
- Contexts in Counselling Psychology
- Issues in Counselling Psychology
- Professional and Ethical Issues
- Research Paradigms and Counselling Psychology
- Evaluation of Counselling Psychology Interventions
Learning Outcomes

On successful completion of this module, a student will be able to:
1. Discuss the relevance of psychology to counselling.
2. Compare and critique various theoretical approaches used in counselling psychology.
3. Discuss the value of different theoretical approaches for different psychological problems.

Essential Materials
- www.bACP.co.uk
- www.bapca.org.uk
- www.counselling.co.uk
- www.counsellingandtherapyinformation.com
- www.irish-counselling.ie
- www.ncII.ie
- www.psychotherapy-ireland.com

Supplementary Materials
- Counselling Psychology Review Published by The Division of Counselling Psychology BPS.
- The Journal of The British Association for Counselling.
- The Journal of the Irish Association for Counselling and Psychotherapy.

Models Interreligious Dialogue (E) | 5 ECTS | Banner Code: PSYC 0097 | CRN: 83261 | Level 8 | Assessment Method: CA

Description of Module / Aims
To critically appreciate the diversity of approaches to interreligious dialogue.

Indicative Content

History of Interreligious Dialogue
- World Parliament of Religions 1893
- The Emergence of Interfaith Organisations
- The Ecumenical Debate on Dialogue with
- Other Faiths:
  - Edinburgh (1910)
  - Jerusalem (1928)
  - Tarambaram (1938)

Theological and Philosophical Issues in the Interfaith Encounter
- Theological: Role of Revelation and Reason in the various responses
- Philosophical: Relativism, Absolutism, Criteria for judging truth claims

A Christian Theology of Other Religions: Models of Interreligious Relationships
- Pluralistic Theology of Religions Model
- Exponents: Hick; Knitter; Panikkar
- Christian Uniqueness Model
- Exponents: DCosta; Lindbeck; Clooney;
- DiNoia; Cobb

Learning Outcomes

On successful completion of this module, a student will be able to:
1. Become critically aware of various responses within the Christian tradition to interreligious dialogue
2. Developed interdisciplinary skills in analysing and examining primary and secondary texts
3. Begun to understand and evaluate different sorts of truth claims made within the religious traditions

**Essential Materials**

**Supplementary Materials**

**Health Psychology (E) | 5 ECTS | Banner Code: PSCY 0113 | CRN: 76268 | Level 8 | Assessment Method: CA**

**Description of Module / Aims**
Consider the biological, social and cultural factors that contribute to illness and health behaviour. Provide advanced knowledge in psychoneuroimmunology (PNI). Introduce key approaches and techniques in the study of stress, addictive and risky behaviours. Critically consider behaviour modification and health promotion.

**Indicative Content**
- Introduction to Health Psychology
- Psychoneuroimmunology
- Health Beliefs and Illness Cognitions
- Doctor-Patient Communication
- Treatment & Compliance
- Placebo Effect
- Stress
- Psychosomatic Illness
- Chronic Illness
- Addictions, Obesity & Eating Disorders
- Risky Behaviours
- Behaviour Modification and Health Promotion

**Learning Outcomes**
*On successful completion of this module, a student will be able to:*
1. Critically evaluate the biological, social and cultural factors that affect health behaviour and treatment.
2. Evaluate the relationship between health beliefs and illness cognitions.
3. Identify and analyse the causes of stress, addictive and risky behaviours.

**Essential Materials**
- [http://www.healthpsychology.net](http://www.healthpsychology.net); see tutorials for details; see lectures for details and moodle for articles.

**Supplementary Materials**

<table>
<thead>
<tr>
<th>Traidisiún na Lámhscríbhinní (E)</th>
<th>5 ECTS</th>
<th>Banner Code: LANG 0171</th>
<th>CRN: 88290</th>
<th>Level 8</th>
<th>Assessment Method: CA</th>
</tr>
</thead>
</table>

### Description of Module / Aims

Ar chríoch an chúrsa seo dó/di, ba chóir go mbeadh eolas agus taithí ag an mac léinn ar:

- Traidisiún na lámhscríbhinní in Éirinn sa 18ú agus 19ú hAoís
- Pádraig Feiritéar, Eoghan Ó Comhráí, Seán Ó Donnabháin
- Baileitheoirí agus scriobhaithe éagsúla
- Lámhscríbhinní éagsúla a bhaineann leis na Déise
- Tábhacht na lámhscríbhinní agus caomhnú an traidisiúin

### Indicative Content

- Traidisiún na lamhscríbhinní i stair litríocht na Gaeilge
- Stair na lámhscríbhinní
- Scriobhaithe éagsúla, ag diriú ar Phádraig Feiritéar agus Eoghan Ó Comhráí mar shamplaí
- Baillücháin atá anois in instiúidí éagsúla

### Learning Outcomes

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

1. Tábhacht traidisiúin na lámhscríbhinní sa 19ú a aithint agus a phlé.
2. Saothair scríobhaithe agus bailitheoirí ar leith a phlé agus cur síos agus comparáid a dhéanamh idir tréimhsí agus lámhscríbhinní éagsúla
3. Lámhscríbhinní áirithe a thuiscint

### Essential Materials


### Supplementary Materials


<table>
<thead>
<tr>
<th>The Sociology of Mind (E)</th>
<th>5 ECTS</th>
<th>Banner Code: SOCI 0109</th>
<th>CRN: 73248</th>
<th>Level 8</th>
<th>Assessment Method: CA</th>
</tr>
</thead>
</table>

### Description of Module / Aims

To introduce students to the wealth of sociological studies concerning the concept of the mind and mental phenomena.

### Indicative Content

- Investigate and review of prevailing sociological approaches and research in relation to the study of mind and mental phenomena. Including:
  - The historical development of the concept of mind.
  - Idealism / Materialism.

### Learning Outcomes

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

1. Describe and critique the philosophical development of the concept of mind.
2. Identify the strengths and weaknesses of various sociological approaches to the study of the mind and mental phenomenon.
3. Critically reflect upon the relationship between folk theories of mind and professional and psychological accounts.

### Essential Materials


Modern Drama (E) | 5 ECTS | Banner Code: ENGL 0053 | CRN: 84269 | Level 8 | Assessment Method: CA

**Description of Module / Aims**
This module aims to introduce you to modern drama.

**Indicative Content**
- Six Characters in Search of an Author (1921) - Luigi Pirandello
- The King of Spain's Daughter (1936)/Strange Birth (1946)/ In Search of Valour (1947) - Teresa Deevy
- Fences (1985) - August Wilson
- The America Play (1994) - Suzan-Lori Parks
- A Number (2002) - Caryl Churchill

**Learning Outcomes**
*On successful completion of this module, a student will be able to:*
1. Demonstrate a detailed knowledge of a range of modern dramatic texts;
2. Examine the relationship between text and performance;
3. Demonstrate knowledge of the conventions of the twentieth-century drama;
4. Evaluate the range of themes treated by twentieth-century playwrights;
5. Examine the engagement of modern playwrights with history; and

**Essential Materials**

**Supplementary Materials**

| Representations of Spain Repression, Censorship & Transition (E) | 5 ECTS | Banner Code: SPAN 0039 | CRN: 84226 | Level 8 | Assessment Method: EXAM |

**Description of Module / Aims**
Foster critical thinking about literature and film. Develop and encourage student’s ability to read and understand authentic texts in Spanish at appropriate CEFR level. Encourage students to express their ideas in writing and to employ literary terms in analysing content and style.

**Indicative Content**
- Historic, social and literary study of the post war period in Spain from 1939 to the end of the twentieth century considering in particular the following periods: the Franco years and the transition to democracy.
- A study of one important novel to explore the key theme related to repression or memories of the Civil War (Cela, Matute, Delibes, Santos, Sender).
- A brief history of twentieth century Spanish cinema.
- An exploration of the effects Franco’s dictatorship and the subsequent transition to democracy has had on Spanish film-making.
- A basic examination of film components (plot, theme, symbols etc.), visual and formal elements (lighting, editing, angles, sound etc.), as well as sociological context (representations).
- A study of one Spanish film since 1975 to explore a key theme related to repression, censorship or transition.

**Learning Outcomes**
*On successful completion of this module, a student will be able to:*
1. Display a level of knowledge and understanding of the two pieces studied in this module;
2. Demonstrate an ability to express their in writing in English and to employ literary terms in analysing content and style;
3. Engage with, discuss, write and present the issues explored in the module in English.

**Essential Materials**
- Cela, C. J. (1942) La Familia de Pascual Duarte
- Delibes, M. (1950) El Camino
- Delibes, M. (1966) Cinco horas con Mario
- Matute, A. M. (1960) Primera Memoria
- One film to be studied from Almodovar, Amenabar, Medem, Saura, Trueba
- One novel to be studied:
- Santos J. F. (1954) Los Bravos
- Sender, R. (1953) Requiem por in campesino espanol

| Creating the Theatrical Tnt 4 (E) | 5 ECTS | Banner Code: THEA 0026 | CRN: 89603 | Level 8 | Assessment Method: CA |

**Description of Module / Aims**
This module aims to give students an opportunity to build on their creative work, and support students in the various aspects of creating, producing and presenting a group performance.

**Indicative Content**
- Performance skills and techniques;
- Collaborative practice: establishing good working practices;
- Schedule the text in rehearsal
• Going into production: design and technical elements including the technical rehearsal, the dress rehearsal, opening and staging a production;
• Dealing with the venue or the site;
• Preparing to market and publicise a production;
• Liaising with creative team and production crew; and
• Managing post-show production: meetings, assessment, audience feedback.

Learning Outcomes
On successful completion of this module, a student will be able to:
1. Shape concepts and ideas in order to communicate meaning through performance;
2. Apply performance skills and techniques, historical and theoretical knowledge in the creation of a theatrical event;
3. Design pre-production documentation;
4. Perform as part of an ensemble or as part of the creative/production team; and
5. Critically reflect on the production process and their role within that process.

Essential Materials

Supplementary Materials
• "Creative and Cultural Skills." https://ccskills.org.uk/careers/advice/any/theatre
• "The Arts Council." http://www.artscouncil.ie/home/
## Module Listing for Bachelor of Arts (Honours) in Criminal Justice Studies

Programme Code: WD_HCRJU_B

### Year 1

<table>
<thead>
<tr>
<th>Semester 1 (Autumn)</th>
<th>Component Code</th>
<th>Semester 2 (Spring)</th>
<th>Component Code</th>
</tr>
</thead>
<tbody>
<tr>
<td>Creative &amp; Critical Thinking</td>
<td>COMM 0053</td>
<td>Introduction to Employment Law</td>
<td>LAWH 0152</td>
</tr>
<tr>
<td>Irish States &amp; EU Structures</td>
<td>CRIM 0010</td>
<td>Aspects of Family Law</td>
<td>LAWH 0153</td>
</tr>
<tr>
<td>Foundations of Irish Law</td>
<td>LAWB 0026</td>
<td>Irish Legal Systems</td>
<td>LEGL 0001</td>
</tr>
<tr>
<td>Introduction to Criminal Law</td>
<td>LAWB 0027</td>
<td>Introduction to Management</td>
<td>MGTH 0067</td>
</tr>
<tr>
<td>Introduction to Psychology</td>
<td>PSYC 0121</td>
<td>Introduction to Research</td>
<td>RESA 0135</td>
</tr>
<tr>
<td>Introduction to Sociological Problems</td>
<td>PSYC 0120</td>
<td>Sociology of Contemporary Ireland</td>
<td>SOCI 0035</td>
</tr>
</tbody>
</table>

### Year 2

<table>
<thead>
<tr>
<th>Semester 3 (Autumn)</th>
<th>Component Code</th>
<th>Semester 4 (Spring)</th>
<th>Component Code</th>
</tr>
</thead>
<tbody>
<tr>
<td>Irish Fundamental Rights</td>
<td>IRSH 0002</td>
<td>Policing the Police</td>
<td>CRIM 0011</td>
</tr>
<tr>
<td>Criminology 1</td>
<td>LAWH 0094</td>
<td>Criminology 2</td>
<td>LAWH 0098</td>
</tr>
<tr>
<td>Incarceration and the Law</td>
<td>LAWH 0095</td>
<td>Human Rights Law</td>
<td>LAWH 0154</td>
</tr>
<tr>
<td>Victimology</td>
<td>LAWH 0100</td>
<td>Legal Research</td>
<td>RESA 0136</td>
</tr>
<tr>
<td>Foundations of Ethics: Philosophy &amp; Theology</td>
<td>PHIL 0002</td>
<td>Social Ethics</td>
<td>SOCI 0074</td>
</tr>
</tbody>
</table>

### Year 3

<table>
<thead>
<tr>
<th>Semester 5 (Autumn)</th>
<th>Component Code</th>
<th>Semester 6 (Spring)</th>
<th>Component Code</th>
</tr>
</thead>
<tbody>
<tr>
<td>Theory of Criminal Evidence</td>
<td>CRIM 0013</td>
<td>Criminal Law 2</td>
<td>LAWH 0109</td>
</tr>
<tr>
<td>Introduction to Personal &amp; Professional Development</td>
<td>DEVP 0019</td>
<td>Applied Forensics</td>
<td>LAWH 0110</td>
</tr>
<tr>
<td>Ethnicity &amp; Criminal Justice</td>
<td>LAWH 0104</td>
<td>Applied Criminal Law 2</td>
<td>LAWH 0157</td>
</tr>
<tr>
<td>Applied Criminal Law 1</td>
<td>LAWH 0156</td>
<td>Arbitration Law</td>
<td>LAWH 0160</td>
</tr>
<tr>
<td>Organisational Psychology</td>
<td>PSYC 0123</td>
<td>Practical Management</td>
<td>MGTH 0058</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Applied Criminal Evidence</td>
<td>CRIM 0014</td>
</tr>
</tbody>
</table>

### Module Descriptors

| Creative & Critical Thinking | 5 ECTS | Banner Code: COMM 0053 | CRN: 79182 | Level 8 | Assessment Method: CA |

#### Description of Module / Aims

To significantly enhance the learner’s ability to think in a critical manner. Particular focus will be placed upon improving each student’s skills of argument and also their comprehension and writing skills.

#### Indicative Content

**Autonomous Learning:**
- Defining autonomous learning
- Student / lecturer roles
- Critical reflection
- Library skills

**Critical Thinking:**
- Critical Reading
- Critical Writing
- Critical Thinking
- Critical Analysis and Evaluation

**Writing skills:**
- Grammatical rules
- Punctuation
- Referencing
- Paraphrasing
- Plagiarism

**Argument:**
- Composing an argument
• Evaluating and analysing an argument
• Identifying fallacies in argument and flawed reasoning
• Structuring an argumentative essay

Creative Thinking:
• Imagination: its use
• Creativity: what is it?
• Thinking outside the box
• Thinking and dreaming

Learning Outcomes
On successful completion of this module, a student will be able to:
1. Be self-motivated and autonomous learners;
2. Be able to compose, present and critique arguments;
3. Effectively analyse and evaluate information;
4. Structure an argumentative essay;
5. Begin to think imaginatively and creatively.

Essential Materials
• www.apa.org
• www.criticalthinking.org
• www.iws.cccd.edu/jmiller
• www.skills4study.com

Supplementary Materials
• Bickenbach, J.E., & Davies, J.M. (1997) Good reasons for better arguments - an introduction to the basic skills and values of critical thinking. Peterborough, Ont.: Broadview.

| Irish States & EU Structures | 5 ECTS | Banner Code: CRIM 0010 | CRN: 79184 | Level 8 | Assessment Method: CA |

Description of Module / Aims
Provide students with an understanding of the working of the system, and the personnel, involved in the running of the Irish State with particular emphasis on the Oireachtas; Government and Court systems. Furthermore it aims to ensure that students understand the structures of the EU and how European Union Law is incorporated into Irish Law.

Indicative Content
• Introduction to the Historical Emergence of the Irish State.
• The Nation and State.
• An introduction to the overall structure of Irish State Institutions: The Dail; Seanad; The Government and the Courts.
• The Separation of Powers.
• The Personnel involved in State Accountability.
• The Institutional Framework of the EU.
• The EU Legislative Process and its incorporation into Irish Law.

Learning Outcomes
On successful completion of this module, a student will be able to:
1. Display an understanding of the emergence Irish State Structures
2. Discuss in detail the Institutions of State.
3. Display a detailed knowledge of the concept of Separation of Powers.
4. Display an understanding of the Institutions and Legislative Process of the EU.

Essential Materials
• www.bailii.org Educational retrieval site for Irish/English cases and related materials.
• www.courts.ie The Irish courts.
• www.irgov.ie The main web site for connection to a range of Governmental bodies.
• www.oasis.gov.ie Irish State Services.

**Supplementary Material**

<table>
<thead>
<tr>
<th>Foundations of Irish Law</th>
<th>5 ECTS</th>
<th>Banner Code: LAWB 0026</th>
<th>CRN: 60554</th>
<th>Level 8</th>
<th>Assessment Method: EXAM</th>
</tr>
</thead>
</table>

**Description of Module / Aims**
To introduce students to the theoretical concepts of law which are required as a basis for the study of the Irish Legal System. To provide students with a general knowledge of the historical and legal factors which serve as the basis of the Irish Legal System. To introduce students to skills both legal and transferable to enable a mature study of law at undergraduate level. To introduce the student to the necessary legal learning resources which serve as the basis of third level legal education.

**Indicative Content**
- The historical and legal sources of law.
- Legal Research. An introduction to the process and mechanics of legal writing.
- The historical development of Irish Law.
- The legal profession and agencies.
- An introduction to legal procedure.
- An introduction to civil procedure.
- An introduction to criminal procedure.
- An introduction to the adversarial process.

**Learning Outcomes**
*On successful completion of this module, a student will be able to:*
1. Demonstrate a general understanding of legal language and be familiar with the use of the Law library and electronic sources of law.
2. Demonstrate a general understanding of the history and theoretical concepts of the Irish legal System.

**Essential Materials**
- www.courts.ie: The Irish courts.
- www.gov.ie/oireachtas: The website of the houses of the Oireachtas.
- www.irgov.ie: The main website of the Irish government, including governmental bodies.
- www.times.co.uk: The Times Newspaper. Law supplement on Tuesdays.
- Bunreacht Na hEireann (1937).

**Supplementary Material**

<table>
<thead>
<tr>
<th>Introduction to Criminal Law</th>
<th>5 ECTS</th>
<th>Banner Code: LAWB 0027</th>
<th>CRN: 60555</th>
<th>Level 8</th>
<th>Assessment Method: EXAM</th>
</tr>
</thead>
</table>

**Description of Module / Aims**
To provide students with a clear and concise account of the fundamental principles of criminal law, its nature, origins and purpose. To provide students with a clear account of the key principles of criminal liability. To provide a grounding in the constituent elements of a variety of criminal offences. To provide a general account of the various defences and justifications for criminal conduct.

**Indicative Content**
- Introduction to Criminal Law
• General Principles of Criminal Law
• Mental and Action Elements of a Crime
• Complicity
• Offences
• Defences

Learning Outcomes
On successful completion of this module, a student will be able to:
1. Demonstrate that they possess a good knowledge and understanding of the principles, nature, origins and purposes of criminal law.
2. Critically evaluate the principles of criminal liability.
3. Provide a clear account of the constituent elements of a variety of offences.
4. Demonstrate that they possess a detailed knowledge of key defences and justifications for criminal conduct.

Essential Materials
• www.gov.ie
• www.lawreform.ie
• www.justice.ie
• www.courts.ie
• www.irishprisons.ie
• www.irishstatutebook.ie
• www.gov.ie/crimecouncil/index.html
• www.irlii.org
• www.bailii.ie

Supplementary Materials

Introduction to Psychology
5 ECTS
Banner Code: PSYC 0121
CRN: 79179
Level 8
Assessment Method: EXAM

Description of Module / Aims
Develop an appreciation of how psychology can be used to understand human behaviour. Introduce students to the main theories, concepts and ideas used within psychology. Provide an overview of the different areas of psychology and their relationship to human behaviour.

Indicative Content
• Introduction and Overview
• Psychological Perspectives
• Sensation and Perception
• Motivation and Emotion
• Learning and Memory
• States of Consciousness
• Sexuality and Gender
• Personality
• Intelligence
• Current Controversies and Debates in Psychology
• Conclusion/Recap

Learning Outcomes
On successful completion of this module, a student will be able to:
1. Explain how psychology can be used to understand human behaviour.
2. Describe the various factors which influence human behaviour.
3. Demonstrate an understanding of the different areas of psychology and their relationship to human behaviour.

Essential Materials
• http://psychology.about.com/
• www.interscience.wiley.com/jpages
• www.sciencedirect.com
Introduction to Sociological Problems 5 ECTS Banner Code: PSYC 0120 CRN: 79125 Level 8 Assessment Method: CA

Description of Module / Aims
To allow students to begin to develop their own appreciation of sociology through investigation of a number of core sociological topics.

Indicative Content
This course will investigate and review prevailing sociological approaches and research in relation to the study of the following substantive topic areas:
- Crime & Deviance.
- Gender & Sexuality.
- Inequality.
- Poverty & Class.

Learning Outcomes
On successful completion of this module, a student will be able to:
1. On completion of this module students should be able:
2. Distinguish between common sense and sociological approaches to understanding a range of commonplace social phenomenon.
3. Adopt a range of broadly sociological approaches in their considerations of a number of familiar social issues and topics.
4. Illustrate application of these sociological perspectives with examples drawn from the existing corpus of sociological research.

Essential Materials

Introduction to Employment Law 5 ECTS Banner Code: LAWH 0152 CRN: 79192 Level 8 Assessment Method: EXAM

Description of Module / Aims
Provide students with a clear, concise and practical account of the content and operation of employment law in Ireland and to support the development of transferrable legal skills.

Indicative Content
- The Contract of Employment.
- Contract of Service or Contract for Services.
- Termination of Employment: Wrongful Dismissal, Unfair Dismissal and Redundancy.
- Equality Protection.
Learning Outcomes
On successful completion of this module, a student will be able to:
1. Display a sound knowledge and understanding of the key concepts in Irish employment law.
2. Demonstrate proficiency in key legal skills, including legal analysis, legal reasoning, problem solving and application of law to a fact scenario.
3. Show skill in the area of written communication.

Essential Materials
"Workplace Relations Commission." www.workplacerelations.ie
http://www.workplacerelations.ie/en/Workplace_Relations_Bodies/Labour_Relations_Commission/

Supplementary Materials

Aspects of Family Law 5 ECTS Banner Code: LAWH 0153 CRN: 79196 Level 8 Assessment Method: CA

Description of Module / Aims
Focus on Irish statutory law dealing with the protection of children, with the primary focus being the Child Care Act, 1991 and the orders which can be sought under that Cat. In addition there will be an examination of the role of an Garda Siochana in the support of members of the Health Services Executive when carrying out these orders. Examine the concept of restorative justice and the legislation dealing with youth offenders. Examine the various orders available under the Domestic Violence Act, 1996 and to educated students on the legal and social implications of the limitations of these orders. To introduce students to the workings of Mental Health legislation in Ireland and to highlight the legal position of members of an Garda Siochana where they are engaged with a person who may need treatment.

Indicative Content
- Child Care Act, 1991
- Children in the custody of an Garda Siochana
- Children First Guidelines
- Domestic Violence Act, 1996
- Concept and operation of the Juvenile Justice System including the Children Act, 2001
- The Mental Health Act, 2001

Learning Outcomes
On successful completion of this module, a student will be able to:
2. Understand the concept and Method of dealing with juvenile offenders as provided for by the Children Act, 2001.
4. Be competent to address common scenarios and advise a course of action based on the Act in question, which will achieve a desired outcome.

Essential Materials
- www.bailii.org
- www.westlaw.ie
- Assigned case-law and journal articles.
- Domestic Violence Act, 1996.

Supplementary Materials

<table>
<thead>
<tr>
<th>Irish Legal Systems</th>
<th>5 ECTS</th>
<th>Banner Code: LEGL 0001</th>
<th>CRN: 60557</th>
<th>Level 8</th>
<th>Assessment Method: EXAM</th>
</tr>
</thead>
</table>

**Description of Module / Aims**

- To explore the Common Law Legal System and the unique doctrines which serve case law as a source of law.
- To examine the institutions of State, legal agencies and international influences which contribute to the administration, enforcement and development of law.
- To explore the mechanisms for law creation and reform.
- To introduce students to skills both legal and transferable to enable a mature study of law at undergraduate level.
- To introduce the student to the necessary legal learning resources which serve as the basis of third level legal education (in conjunction with WIT library).

**Indicative Content**

- The interpretation and application of Law
- The Doctrine of Judicial Precedent
- The application of EU law and the European Convention of Human Rights in Ireland
- The institutions of State
- The Presidency
- The Houses of the Oireachtas
- Law making by the Oireachtas
- The interpretation of legislation
- The personnel of the legal system
- The role of the Personal Injuries Assessment Board (PIAB) in dispute resolution
- The role of legal tribunals in the administration law
- Quasi-judicial powers of professional office holders
- Access to justice. Civil and Criminal Legal Aid. Free Legal Advice
- Alternatives to the civil courts: Tribunals. arbitration, alternative dispute resolution, mediation, conciliation
- Law Reform: The Law Reform Commission

**Learning Outcomes**

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

1. Demonstrate a clear understanding of the legal doctrines and mechanisms which form the basis of the Irish case law.
2. Demonstrate a precise knowledge of the Irish Legal system and agencies which serve Irish Law.
3. Demonstrate oral communication and written skills appropriate to year one studies though participation in class.
4. Demonstrate the basic skills of case analysis appropriate to year one studies.

**Essential Materials**

- Bunreacht na hEireann. 1937.
- www.irlii.org Educational retrieval site for Irish case law and related materials.
- www.courts.ie The Irish courts.
- www.irish-law.org A wide range of links for sources of Irish law including the Irish Constitution.
- www.irgov.ie The main website of the Irish government, including governmental bodies and local authorities.
- www.lawsociety.ie The Incorporated law Society.
- www.lawreform.ie The Irish Law Reform Commission.
- www.westlaw.ie On-line legal awareness service.

**Supplementary Material**

This module aims to introduce students to the fundamentals of management, including the process of management and the context within which managers’ work.

**Indicative Content**
- The nature of management
- The development of management theory
- Planning and management
- The business environment
- Organisational design and culture
- The manager as leader, contrasting management with leadership

**Learning Outcomes**

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

1. Evaluate the nature of management, including the roles and process of management
2. Trace the development of management theory, outlining the practical application to contemporary management.
3. Explain the strategic management process and alternative organisational structures.
4. Contrast the role of manager and leader, describing and outlining various leadership theories.
5. Outline the importance of ethics in management.

**Essential Materials**

**Supplementary Materials**

**Introduction to Research**

<table>
<thead>
<tr>
<th>ECTS</th>
<th>Banner Code</th>
<th>CRN</th>
<th>Level</th>
<th>Assessment Method</th>
</tr>
</thead>
<tbody>
<tr>
<td>5</td>
<td>RESA 0135</td>
<td>79188</td>
<td>8</td>
<td>CA</td>
</tr>
</tbody>
</table>

**Description of Module / Aims**

To introduce learners to the idea of research and its various Method

**Indicative Content**
- Importance of research in learning
- Introduction to key research terms and concepts.
- Qualitative and quantitative research.
- Primary Research: Various Method
- Secondary Research selection
- Ethics in research
- Generating research ideas
- Research questions and hypotheses
- Referencing: various forms of referencing appropriate to the different disciplines will be studied e.g. Harvard etc.
- Reading research
- Structuring a research essay
- The literature review
- Presenting research findings
- Research and ICT

**Learning Outcomes**

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

1. Appreciate the importance of research in learning;
2. Understand key research terms and concepts;
3. Discuss basic research Method;
4. Know how to reference sources accurately;
5. Read research presentations and understand how a research essay is structured: and
6. Use basic ICT applications in research.

**Essential Materials**
- [www.owl.english.purdue.edu](http://www.owl.english.purdue.edu)
• [www.palgrave.com/skkils4study/research](www.palgrave.com/skkils4study/research)

**Supplementary Materials**


<table>
<thead>
<tr>
<th>Sociology of Contemporary Ireland</th>
<th>5 ECTS</th>
<th>Banner Code: SOCI 0035</th>
<th>CRN: 60581</th>
<th>Level 8</th>
<th>Assessment Method: EXAM</th>
</tr>
</thead>
</table>

**Description of Module / Aims**

To encourage application of the student’s knowledge of sociological theories and perspectives to investigations of the organisation, institutions and cultural dynamics of contemporary Irish society.

**Indicative Content**

This course will investigate and review prevailing sociological approaches and research in relation to the study of the following substantive topic areas:

- Irish Society and Modernity.
- Sociology of the Irish family.
- Race, Ethnicity and Citizenship in Contemporary Ireland.
- Religion / Secularisation.
- Consumption, Consumerism & Identity.
- Irish Society and Globalisation.
- Irish Social Movements.

**Learning Outcomes:**

*On completion of this module students should be able:*

1. Apply a number of sociological perspectives to the study of various aspects of contemporary Irish society.
2. Identify the structures, institutions and cultural practices central to contemporary Irish society.
3. Explain the development of contemporary Irish society in terms of its historical, European and Global contexts.

**Essential Materials**

Description of Module / Aims
Provide students with an opportunity to develop an understanding of the variety of rights, civil, political, social and cultural, that may be regarded as human rights.

Indicative Content
- The development of international human rights thinking
- Social and economic rights
- Natural law
- Human rights and the criminal justice system
- Trial in due course of law
- Liberty, habeas corpus, and the dwelling
- Personal rights, unremunerated rights and Equality
- Emergency powers
- Judicial review
- Recent developments: the human rights audit

Learning Outcomes
On successful completion of this module, a student will be able to:
1. Display a detailed understanding of the Irish Constitution from a human rights perspective
2. Evaluate and discuss the importance of fundamental rights.
3. Illustrate the application of law to everyday situations.

Essential Materials
- www.amnesty.ie
- www.equality.ie
- www.iccl.ie
- www.jhrc.ie
- www.irishlaw.org
- www.oireachtas.ie
- Bunreacht Na hEireann 1937.
- The European Convention on Human Rights and Fundamental Freedoms
- Various key articles from academic journals, for seminar reading and assigned caselaw.

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

1. Demonstrate a comprehensive and critical appreciation of the nature of crime and punishment.
2. Be able to provide a comprehensive and critical analysis of the various theoretical debates concerning the nature of crime and punishment.
3. Demonstrate an understanding of the key issues in criminology and of the extent, nature and perception of crime in Ireland.

Essential Materials
- www.gov.ie
- www.lawreform.ie
- www.justice.ie
- www.courts.ie
- www.irishprisons.ie
- www.irishstatutebook.ie
- www.gov.ie/crimecouncil/index.html

Supplementary Materials

Incarceration and the Law
5 ECTS  Banner Code: LAWH 0095  CRN: 67236  Level 8  Assessment Method: EXAM

Description of Module / Aims
Provide the students with a clear and concise account of the fundamental nature, function and principles of Prison Law

Indicative Content
- The legal framework of Irish prisons
- Causes of action available to prisoners
- Prisoners’ rights
- Remission and Temporary Release
- Litigating prison cases
- Access to justice issues
- Admission, Placement and Transfer
- Detention of children and young persons

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

1. Demonstrate that they possess the knowledge and understanding of the legal framework of Irish Prisons;
2. Display a comprehensive understanding of the legal issues that arise in prison litigation; and
3. Display a detailed understanding of the causes of action available to prisoners and access to justice issues that may arise. They should demonstrate a comprehensive appreciation of prisoners’ rights.

Essential Materials
- www.ips.ie
- www.irishlaw.org
- www.irgov.ie
- www.iri.org

Supplementary Materials

Victimology
5 ECTS  Banner Code: LAWH 0100  CRN: 67280  Level 8  Assessment Method: EXAM
Description of Module / Aims
Provide students with a comprehensive and critical introduction to the study of victimology. Assist students to develop a critical appreciation of the competing theoretical debates within victimology, and understand how these debates influence the manner in which victimisation is understood and analysed. Facilitate the student’s awareness of the nature, prevalence and distribution of victimisation. Promote a critical understand of how recent developments in the official response to victims of crime have changed the role of the victim within the criminal justice system. Promote the students awareness of the development of victim centred approaches to crime.

Indicative Content
- Historical development of victimology.
- Theoretical perspectives within victimology.
- The nature, prevalence and distribution of victimization.
- The role of the victim within the Irish criminal justice system.
- The victim’s rights movement.
- Recent developments in criminal justice policy.

Learning Outcomes
On successful completion of this module, a student will be able to:
1. Demonstrate a comprehensive and critical appreciation of the nature of victimology.
2. Critically discuss the competing theoretical debates within victimology and assess their relative impact on the manner in which victimisation is understood and analysed.
3. Demonstrate an awareness of the nature, prevalence and distribution of victimisation.
4. Demonstrate a critical understanding of how recent developments in the official response to victims of crime have changed the role of the victim within the criminal justice system.
5. Critically evaluate recent developments in victim centred approaches to crime.

Essential Materials
- The World Society of Victimology www.worldsocietyofvictimology.org/
- West Law

Supplementary Materials

Description of Module / Aims
To study the foundations of ethical discourse

Indicative Content
- The Context of being Human and Spiritual- Need for Meaning

Ethics and Morality: An Introduction
- Key concepts
- Social Justice

Contemporary Society
- Understandings in the human sciences a. Understandings in the human sciences
- Dominant philosophies in society

Morality and Religion
- Moral person and/or religious person
Learning Outcomes

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

1. Understand the meanings of morality and the task of ethical discourse in contemporary society.
2. Be able to discuss the relationship between philosophical and theological ethics.
3. Have examined and understood the major ethical theories.
4. Appreciate and understand what is involved in moral decision making.
5. Understand the concept of moral failure and sin in the Christian tradition and theologies.

Essential Materials


Supplementary Materials

- McDonagh, E. (1975) Gift and Call. Dublin: Gill and Macmillan

Policing the Police

<table>
<thead>
<tr>
<th>ECTS</th>
<th>Banner Code</th>
<th>CRN</th>
<th>Level</th>
<th>Assessment Method</th>
</tr>
</thead>
<tbody>
<tr>
<td>5</td>
<td>CRIM 0011</td>
<td>79222</td>
<td>8</td>
<td>EXAM</td>
</tr>
</tbody>
</table>

Description of Module / Aims

Provide a comprehensive and critical understanding of the study of policing and the police. To develop a critical appreciation of the historical origins of and the current challenges facing the police To develop an appreciation of the police culture, police accountability and the ethical challenges facing the police and policing in the 21st century To provide a comprehensive understanding of contemporary innovations in policing including community policing, private policing and transnational policing.

Indicative Content

- The Nature of the Police and Policing
- The historical development of modern policing
- Police cultures and policing in practice
- Accountability and governance of the police
- Policing and gender, ethnicity and social class
- Community policing
Waterford Institute of Technology
School of Humanities
Exchange Programme Module Listing

- Private policing
- Transnational policing

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

1. Demonstrate a comprehensive and critical understanding of the nature of policing and the police.
2. Provide a critical account of the historical origins of and the current challenges facing the police in Ireland.
3. Demonstrate an understanding of the police culture, accountability, and ethical challenges facing the police and policing in the 21st century.
4. Provide a detailed account of contemporary innovations in policing including community policing, private policing and transnational policing.

Essential Materials

Supplementary Materials

<table>
<thead>
<tr>
<th>Criminology 2</th>
<th>5 ECTS</th>
<th>Banner Code: LAWH 0098</th>
<th>CRN: 67268</th>
<th>Level 8</th>
<th>Assessment Method: EXAM</th>
</tr>
</thead>
</table>

Description of Module / Aims
To develop a critical appreciation of the functioning and various components of the criminal justice system in Ireland. To develop an appreciation of how the theoretical approaches to crime and punishment have shaped key policy and practice developments in the criminal justice system in Ireland. To invite reflection on the current theoretical debates on concerning crime and punishment in a comparative context.

Indicative Content
- An Garda Siochana
- The Office of the Director of Public Prosecutions
- Sentencing and the Criminal Courts
- The Irish Penal System
- Ireland in Comparative Perspective
- Contemporary debates on crime control

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

1. Demonstrate a comprehensive and critical appreciation of the nature of crime and punishment.
2. Demonstrate a critical appreciation of the key policy and practice developments in criminal justice policy in Ireland.
3. Be able to provide a critical analysis of how the various theoretical debates concerning the nature of crime and punishment have influenced key policy and practice developments in Ireland.

Essential Materials
- www.gov.ie
- www.lawreform.ie
- www.justice.ie
- www.courts.ie
- www.irishprisons.ie
- www.irishstatutebook.ie
- www.gov.ie/crimecouncil/index.html

Supplementary Materials

<table>
<thead>
<tr>
<th>Human Rights Law</th>
<th>5 ECTS</th>
<th>Banner Code: LAWH 0154</th>
<th>CRN: 79213</th>
<th>Level 8</th>
<th>Assessment Method: CA</th>
</tr>
</thead>
</table>
Description of Module / Aims
Provide students with the opportunity to engage in the interdisciplinary study required to understand the variety of international rights that are legitimately regarded as human rights.

Indicative Content
- Introduction
- Historical emergence of Human Rights
- Ireland and the framework for Human Rights
- International Human Rights
- Europe and Human Rights
- Specific Human Rights, importance and applicability
- The International Criminal Court and the Rome Statute

Learning Outcomes
On successful completion of this module, a student will be able to:
1. Identify and categorise fundamental human rights from an international perspective.
2. Display a high level of awareness of the important developments in Human Rights Law over the past centuries.
3. Analyse judgements from a human rights perspective.
4. Analyse statutes from a human rights perspective.
5. Have a working knowledge of the major human rights treaties applicable to Ireland.

Essential Materials
- www.amnesty.org
- www.echr.coe.int
- www.ihrc.org
- www.ohchr.org
- www.un.org
- www.unhcr.org

Supplementary Materials

Legal Research
| 5 ECTS | Banner Code: RESA 0136 | CRN: 79218 | Level 8 | Assessment Method: CA |

Description of Module / Aims
Enable the students to develop their ability to research legal information from a variety of sources including paper sources, CDs, databases, sites for law research on the internet; Enable the students to develop their powers of application, analysis and evaluation of factual problems involving a question or questions of law and provide a coherent solution or solutions; Enable the students to develop their competences in the skills of communication, teamwork, independent learning and using information technology.

Indicative Content
- Introduction to legal research.
- How to find the law using the traditional Method and electronic sources.
- Research application and solution of legal problem solving.
- Research application and analysis in the context of legal essay writing.
- How to update knowledge.
- Planning and managing and writing research.

Learning Outcomes
On successful completion of this module, a student will be able to:
1. Understand the significance of legal research;
2. Use a variety of sources to research legal information;
3. Use different sources with discrimination;
4. Apply, analyse, evaluate factual problems involving questions of law and propose relevant oral and written solutions to the problems presented;
5. Demonstrate their competences in the skills of communication, teamwork, independent learning and using information technology;
6. Decide on a title and write a proposal for the dissertation and the independent study modules and undertake some of the preparatory research for these modules.

**Essential Materials**
- Irish Government websites
  - [http://www.bailee.org.ie](http://www.bailee.org.ie)
  - [http://www.europa.eu.int](http://www.europa.eu.int)
  - [http://www.ireland.com](http://www.ireland.com)
  - [http://www.parliament.uk](http://www.parliament.uk)
  - [http://www.smithvernal/cp/casebase-frame/html](http://www.smithvernal/cp/casebase-frame/html) (English Court of Appeal decisions)
  - [www.courts.ie](http://www.courts.ie)
  - [www.firstlaw.ie](http://www.firstlaw.ie)
  - [www.oireachtas.ie](http://www.oireachtas.ie)
  - [www.westlaw.ie](http://www.westlaw.ie)

**Supplementary Materials**
- Irish Current Law
- Irish Current Law Statutes
- Irish Law Reports
- Irish Legislation and delegated legislation
- Irish Times Law Reports
- Students will be referred to various legal journals and other materials
- Sunday Business Post
- The Irish Times

| Social Ethics | 5 ECTS | Banner Code: SOCI 0074 | CRN: 67264 | Level 8 | Assessment Method: EXAM |

**Description of Module / Aims**
To understand and critique issues in Social Ethics from a "justice viewpoint".

**Indicative Content**

**Introduction:**
- Ethics in social relationships
- Social contract tradition: Hobbes, Rousseau, Locke
  - Power and Politics
  - Ethics of Protest

**Distributive Justice:**
- Within the nation-state:
  - Rawls and Nozick
  - Poverty, inequality and wealth distribution
  - Provision and access to state services
  - Individual needs and social responsibility
- Distributive Justice across borders: Rachels

**Social Ethics in the Bible and World Religions: Concepts of Justice:**
- Justice in the Bible and World Religions
- The same justice? - cross cultural difficulties
  - Media Ethics
Learning Outcomes

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

1. Understand the nature of social ethics and why justice is chosen as a starting point.
2. Understand the concepts of justice in the major world religions, in particular the concept of justice in the bible and in the various strands of the Christian tradition.
3. Have discussed issues in social ethics from the justice perspective that are significant in contemporary society, for example, work, poverty, inequality, power, economic policy, business and the media.
4. Able to critique theologically the variety of responses to issues discussed and suggest further development or alternatives.

Essential Materials


Supplementary Materials


Theory of Criminal Evidence

<table>
<thead>
<tr>
<th>ECTS</th>
<th>Banner Code: CRIM 0013</th>
<th>CRN: 79258</th>
<th>Level 8</th>
<th>Assessment Method: EXAM</th>
</tr>
</thead>
</table>

Description of Module / Aims

Provide the students with the legal principles applicable to the key topics of the law of criminal evidence. Enable students to understand how the criminal law of evidence applies to and impacts upon criminal trials.

Indicative Content

- Basic concepts
- Classification of evidence
- Onus & evidential burdens
- Competence & Compellability of Various types of Witnesses
- Circumstantial, Hearsay, & Character Evidence
- Unlawfully Obtained Evidence
- Privilege, Confessions & Admissions

Learning Outcomes
On successful completion of this module, a student will be able to:
1. Describe the legal principles applicable to the key topics of the law of criminal evidence.
2. Understand how the criminal law of evidence applies to and impacts upon criminal trials.

Essential Materials

Supplementary Materials

<table>
<thead>
<tr>
<th>Introduction to Personal &amp; Professional Development</th>
<th>5 ECTS</th>
<th>Banner Code: DEVP 0019</th>
<th>CRN: 79252</th>
<th>Level 8</th>
<th>Assessment Method: CA</th>
</tr>
</thead>
</table>

Description of Module / Aims
Develop the students' report writing and court room skills Develop and understanding of child sexual abuse and related issues. Develop knowledge of management theory and practice, particularly in relation to supervisory and team management skills. Further develop facilitation skills. Further engage in reflective learning

Indicative Content
- Child sexual abuse
- Law the emphasis is placed on the implications for social care practice of family law and child care policies
- Management
- Contemporary social care issues
- Youth offending
- Community diversion projects

Learning Outcomes
On successful completion of this module, a student will be able to:
1. Complete a written court report
2. Demonstrate an understanding of the stages of child sexual abuse and related issues
3. Exhibit analytical and reflective skills
4. Facilitate a group session
5. Understand and apply management theory and practice in relation to supervision, leadership skills, motivation, conflict resolution, staff team development

Essential Materials

<table>
<thead>
<tr>
<th>Ethnicity &amp; Criminal Justice</th>
<th>5 ECTS</th>
<th>Banner Code: LAWH 0104</th>
<th>CRN: 67300</th>
<th>Level 8</th>
<th>Assessment Method: EXAM</th>
</tr>
</thead>
</table>

Description of Module / Aims
Enable students develop an understanding of the relevance of ethnicity and 'racial' concepts to the analysis of criminal justice systems.

Indicative Content
- Ethnicity and criminology: an overview
- Constructions of Empire, Race and criminality
- Criminal Justice and ethnicity, sentencing, ethnicity in prison populations
- Policing Ethnic Minorities, police culture and institutional racism, Legislative Protections, Human Rights, Ethnic minorities in Ireland: an overview
- Ethnic minorities as victims of crime
- Ethnic minorities as suspects and offenders
- Ethnic minorities and the Gardaí Síochana
- Irish Prisons and Ethnic Minorities

**Learning Outcomes**

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

1. Have an understanding of core issues and conceptions around ethnicity and the construction of racial identity, within the context of an examination of the criminal justice system, with a particular emphasis on Irish Society.
2. Illustrate application of a broad sociological perspective with examples drawn from the existing corpus of sociological research on ethnicity, from both; international perspectives, and in Ireland.

**Essential Materials**

- Rowe, M., Policing, Race and Racism, 200, Willan Publishing, Devon, UK

**Supplementary Materials**

- Shane Kilcommins, Ian O ’Donnell, Eoin O ’Sullivan, Barry Vaughan Crime, Punishment and the Search for Order in Ireland Institute of Public Administration, Dublin, 2005
- Tovey, H., & Share, P and Corcoran, M A Sociology of Ireland (3rd Edition). Dublin: Gill & Macmillan, 2007

---

### Applied Criminal Law 1

<table>
<thead>
<tr>
<th>ECTS</th>
<th>Banner Code</th>
<th>CRN</th>
<th>Level</th>
<th>Assessment Method</th>
</tr>
</thead>
<tbody>
<tr>
<td>5</td>
<td>LAWH 0156</td>
<td>79242</td>
<td>8</td>
<td>EXAM</td>
</tr>
</tbody>
</table>

**Description of Module / Aims**

Provide a comprehensive and critical introduction to the nature, origins and purpose of criminal law. To provide a clear account of the key principals of criminal liability. To provide a thorough grounding in the constituent elements of criminal offences. To facilitate the development of a critical appreciation of the policies that underpin legal principles and legislative choices in criminal law. To enable students to interpret, analyse and apply the key principles of criminal law.

**Indicative Content**

- Mens Rea, Actus Rea
- Inchoate Offences, Secondary Participation, Defences
- Independent research project

**Learning Outcomes**

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

1. Demonstrate a comprehensive and critical appreciation of the nature, origins and purpose of the criminal law.
2. Explain clearly and concisely the key principles of criminal law.
3. Provide a clear and comprehensive account of the constituent elements of inchoate and fatal offences.
4. Demonstrate a critical appreciation of the legal principles and policies unique to criminal law.
5. Demonstrate independent analysis in the interpretation of the key principles of the criminal law.

**Essential Materials**

- [www.courts.ie](http://www.courts.ie)
- [www.irigov.ie/ag](http://www.irigov.ie/ag)
- [www.irigov.ie/oireachtas](http://www.irigov.ie/oireachtas)
- [www.lawreform.ie](http://www.lawreform.ie)

**Supplementary Materials**

- Supplemental:
Organisational Psychology

| 5 ECTS | Banner Code: PSYC 0123 | CRN: 79247 | Level 8 | Assessment Method: EXAM |

**Description of Module / Aims**
Introduce organisational psychology and to develop an understanding and appreciation of relevant concepts, theories and Method.

**Indicative Content**
- Introduction to Organisational Psychology
- Leadership and Management
- Perception and cognition at work
- Job Design and Redesign
- Team Formation and Structure
- Employee Satisfaction and Commitment
- Organisational Motivation
- Organisational Structure and Culture
- Organisational Communication and Conflict
- Organisational Stress and Employee Wellbeing
- Organisational Learning
- Organisational Diversity and flexibility
- Organisational Power and Politics
- Organisational Change and Development

**Learning Outcomes**
*On successful completion of this module, a student will be able to:*
1. Appreciate the unique contribution of behavioural science to understanding human behaviour in the work context.
2. Describe the complexities that can arise in a workplace and detail factors relevant to their management.
3. Demonstrate a practical knowledge about oneself and about organisations and their dynamics.
4. Provide opportunities to acquire in-depth knowledge about selected psychological processes relevant to the world of work.

**Essential Materials**
- [www.eawop.org](http://www.eawop.org)
- [www.siop.org](http://www.siop.org) see tutorials for details; see lectures for details and moodle for articles.

**Supplementary Materials**

Criminal Law 2

| 5 ECTS | Banner Code: LAWH 0109 | CRN: 67340 | Level 8 | Assessment Method: EXAM |

**Description of Module / Aims**
Provide a thorough grounding in the constituent elements of a variety of criminal offences. Provide a comprehensive and critical account of the various defences and justifications for criminal conduct. Enhance the students' critical appreciation of the policies which underpin legal principles and legislative choices in criminal law. Enable the student to interpret, analyse and apply the key principles of criminal law.

**Indicative Content**
- Non-Fatal Offences Against the Person
- Property Offences
- Sexual Offences
Learning Outcomes
On successful completion of this module, a student will be able to:

1. Provide a clear and comprehensive account of the constituent elements of the various of offences dealt with.
2. Demonstrate a comprehensive and critical understanding of the key defences and justifications for criminal conduct.
3. Explain clearly and concisely the key principles of criminal law.
4. Demonstrate a critical appreciation of the legal principles and policies unique to criminal law.
5. Demonstrate independent analysis in the interpretation and application of the key principles of criminal law.

Essential Materials
- www.courts.ie
- www.lawreform.ie
- www.bailii.org
- www.irlgov.ie
- www.irishstatutebook.ie
- www.justice.ie
- www.ucc.ie/law/irlii

Supplementary Materials

Applied Forensics  5 ECTS  |  Banner Code: LAWH 0110  |  CRN: 67359  |  Level  |  Assessment Method: EXAM

Description of Module / Aims
Introduce the student to the world of the forensic scientist. The science associated with a range of forensic disciplines including impressions (fingerprints, footprints), biological (anthropology, hairs, serology, DNA, odontology, entomology) and chemical (toxicology, questioned documents, fibres) will be introduced. The procedures involved in the collection of evidence at a crime scene will be demonstrated. Students will learn how to employ simple tests to identify suspect substances in crimes related to the above disciplines. Students will be taught how to interpret their findings and apply their conclusions methodically to a variety of criminal scenarios. Case studies detailing how forensic science helped to solve true crimes will reinforce the scientific principles involved. This module will culminate with the analysis of staged and virtual simulated crime scenes, where student will use their newly acquired skills to interpret evidence and solve a ‘crime’. The relationship between forensic science and the law will also be outlined, including the challenges and limitations of this relationship.

Indicative Content
- The crime scene and its associated procedures - including rules of evidence, field notes, sketching & forensic photography.
- Fingerprinting - collection of fingerprints and interpretation of their patterns.
- Impressions - collection of footprints & tyremarks and extrapolation of information from these.
- Questioned documents - analysing inks and documents in cases of forgery and counterfeiting.
- Hair & fibres - collection and analysis of hairs and fibres from a variety of sources.
- Toxicology - screening & confirmatory tests for drugs of abuse.
- Anthropology, odontology & entomology - analysis of bones and teeth to identify skeletal evidence; determining time of death.
- Genetic fingerprinting & the role of DNA in the fight against crime.
- Serology - screening & confirmatory tests for blood and other body fluids; interpretation of bloodstain pattern evidence.
- Arson - fire scene investigation and analysing evidence for presence of accelerants.
- Forensic science & the law.

Learning Outcomes
On successful completion of this module, a student will be able to:
1. Evaluate a crime scene, collect a variety of physical evidence following the rules of evidence, record & report their findings.
2. Describe the principles behind the analysis of a range of physical evidence by the forensic scientist.
3. Understand the basic practices involved in the routine testing of evidence of a biological nature - body fluids, bones, teeth, hairs, insects.
4. Understand the basic practices involved in the testing of evidence of a chemical nature - drugs of abuse, questioned documents, fibres.
5. Understand the basic practices involved in the testing of impressions - fingerprints, footprints, tyre marks.
6. Apply their critical thinking skills to solve a simulated 'crime.'
7. Appreciate the relationship between forensic science and the law.

Essential Materials
- Carpenter’s Forensic Science Resources: http://www.tncrimlaw.com/forensic/

Supplementary Materials

Applied Criminal Law 2 | 5 ECTS | Banner Code: LAWH 0157 | CRN: 79282 | Level 8 | Assessment Method: EXAM

Description of Module / Aims
Provide a comprehensive understanding of the constituent elements of various criminal offences including offences against the person, sexual offences and property offences. To develop understanding of the key principals of criminal liability. To facilitate further the development of a critical appreciation of the policies that underpin legal principles and legislative choices in criminal law. To enable students to interpret, analyse and apply the key principles of criminal law.

Indicative Content
- Offences against the person. Sexual offences, offences against property and other offences.
- Independent research project.

Learning Outcomes
On successful completion of this module, a student will be able to:
1. Demonstrate a comprehensive and critical appreciation of the elements of the offences covered.
2. Explain clearly and concisely the key principles of criminal law.
3. Demonstrate a critical appreciation of the legal principles and policies unique to criminal law.
4. Demonstrate independent analysis in the interpretation of the key principles of the criminal law.

Essential Materials
- www.courts.ie
- www.irlgov.ie/ag
- www.irlgov.ie/oireachtas
- www.lawreform.ie

Supplementary Materials

Arbitration Law | 5 ECTS | Banner Code: LAWH 0160 | CRN: 79331 | Level 8 | Assessment Method: CA

Description of Module / Aims
Provide students with a knowledge of the mechanisms available for alternative dispute resolution. Ensure that students display a detailed knowledge and understanding of Arbitration Law. Ensure that students are able to analyse and apply this knowledge as appropriate in practical situations.
Indicative Content
- General principles of Mediation, Conciliation and Arbitration.
- The Arbitration Agreement.
- Appointment, Jurisdiction and Powers of Arbitration.
- Commencement of Arbitration
- The Arbitration Hearing.
- Award.
- Enforcement of Award.
- Challenging the Award.
- Costs and Fees.
- Supervisory Powers of High Court.

Learning Outcomes
On successful completion of this module, a student will be able to:
1. Understand and have a detailed knowledge of alternative dispute resolution mechanisms.
2. Display a detailed knowledge of Arbitration Law and be able to explain how it works in practice.
3. Be able to discuss and apply these principles and knowledge in appropriate situations.

Essential Materials
- www.bailii.org Educational retrieval site for Irish/English cases and related materials.
- www.westlaw.ie On-line legal awareness site.

Supplementary Material

Practical Management
| 5 ECTS | Banner Code: MGTH 0058 | CRN: 79286 | Level 8 | Assessment Method: CA |

Description of Module / Aims
Give the students an understanding of real management issues. Provide the students with the knowledge to implement good management practice.

Indicative Content
- Presentation skills
- Motivation
- Managing people
- Appraisal systems
- Interviewing skills
- Management practice

Learning Outcomes
On successful completion of this module, a student will be able to:
1. Demonstrate good practice in managing people
2. Display a good understanding of practical management issues such as appraisal techniques and interviewing skills
3. Demonstrate an understanding of presentation skills
4. Identify good management practice in real applications
5. Show an understanding of the importance of motivation in the workplace

Essential Materials

Applied Criminal Evidence
| 5 ECTS | Banner Code: CRIM 0014 | CRN: 79290 | Level 8 | Assessment Method: EXAM |

Description of Module / Aims
Provide the students with controversial cases, law journal articles, editorials, bills and other public proposals that impact upon or could impact upon the status quo of various areas of criminal evidence. Enable students to understand how the criminal law of evidence applies to and impacts upon criminal trials and ultimately the rights of the accused.

Indicative Content
• Public understanding of evidence through cinema, novels and media
• Intimidated Witnesses & Collapsing Trials
• Informer privilege & the rights of the accused the murder of Veronica Guerin
• Admissibility of confessions & the right to silence
• Forensic evidence & the CSI Factor
• Expert Evidence
• DPP v. John Cash (2007 the continued role of the exclusionary rule
• Identification parades & Eyewitness identification

Learning Outcomes

On successful completion of this module, a student will be able to:
1. Understand the debates arising from the Irish law of evidence
2. Critically evaluate the status quo and proposed changes

Essential Materials

• www.bailii.org
• Campbell (2006) 'The evidence of intimidated witnesses in criminal trial', 24 Irish Law Times 246
• Editorial (2006) 'Wayne O'Donoghue', 16(1) Irish Criminal Law Journal 1
• Jeffers (2007) 'Legal Iconography: how popular cinema represents the law', 3(1) Independent Law Review 2
• King (2007) 'The right to a fair trial v. the claim of privilege', (1) Irish Criminal Law Journal 17

Supplementary Materials

## Module Listing for Bachelor of Arts in Legal Studies

### Programme Code: WD_HLEGL_D

#### Year 3

<table>
<thead>
<tr>
<th>Semester 5 (Autumn)</th>
<th>Component Code</th>
<th>Component Code</th>
<th>Semester 6 (Spring)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Constitutional Law 1</td>
<td>LAWH 0045</td>
<td>Constitutional Law 2</td>
<td>LAWH 0051</td>
</tr>
<tr>
<td>Equity of Law &amp; Trusts 1</td>
<td>LAWH 0046</td>
<td>Equity of Law &amp; Trusts 2</td>
<td>LAWH 0051</td>
</tr>
<tr>
<td>Law of Property 1</td>
<td>LAWH 0047</td>
<td>Law of Property 2</td>
<td>LAWH 0053</td>
</tr>
<tr>
<td>Law of Torts 1</td>
<td>LAWH 0049</td>
<td>Law of Torts 2</td>
<td>LAWH 0055</td>
</tr>
<tr>
<td>Succession Law 1</td>
<td>LAWH 0137</td>
<td>Succession Law 2</td>
<td>LAWH 0138</td>
</tr>
<tr>
<td>Criminal Law</td>
<td>LAWH 0048</td>
<td>Criminal Law &amp; Procedure 2</td>
<td>LAWH 0054</td>
</tr>
</tbody>
</table>

### Module Descriptors

#### Constitutional Law 1

**5 ECTS**

**Banner Code:** LAWH 0045

**CRN:** 65071

**Level:** 7

**Assessment Method:** EXAM

**Description of Module / Aims**

Examine the factors which influenced the emergence of the 1937 Constitution. Invite reflection on the objectives of Bunreacht Na hEireann and examine how these objectives have been achieved in practice. Provide a thorough knowledge of key constitutional provisions. Provide the student with the necessary basis for further study of Constitutional Law.

**Indicative Content**

- History of Bunreacht Na hEireann.
- Constitutional Amendment.
- People, Nation and State.
- Sovereignty.
- Separation of Powers.
- The Oireachtas.
- The Executive.
- The President and the Council of State.
- The Courts, the Judiciary and the Administration of Justice.
- The Attorney General.

**Learning Outcomes**

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

1. Understand the historical context in which the 1937 Constitution emerged.
2. Display a knowledge and understanding of key constitutional provisions.

**Essential Materials**

- [www.baili.org](http://www.baili.org)
- [www.courts.ie](http://www.courts.ie)
- [www.westlaw.ie](http://www.westlaw.ie)

#### Equity of Law & Trusts 1

**5 ECTS**

**Banner Code:** LAWH 0046

**CRN:** 65072

**Level:**

**Assessment Method:** EXAM

**Description of Module / Aims**

Provide students with a knowledge and understanding of the emergence of the laws of Equity and Trusts. Introduce students to the concept of the trust and its application to today's modern world. Enable students to discuss and apply this knowledge and understanding to relevant tasks.

**Indicative Content**

- Historical Emergence of Equity.
- The Maxims of Equity.
- Nature and Classifications of Trusts.
- Formal Requirements.
- The Three Certainties.
• Secret and Half-Secret Trusts.
• Constitution of Trusts and Exceptions.
• Resulting Trusts and Exceptions.
• Constructive Trusts.
• New model Constructive Trusts.
• Discretionary and Protective Trusts.
• Void and Voidable Trusts.

Learning Outcomes
On successful completion of this module, a student will be able to:
1. Understand the historical emergence of Equity as a body of law and its relationship with the Common Law.
2. Discuss and apply the Maxims of Equity.
3. Display a knowledge and understanding of the various types of trusts.
4. Be able to discuss and apply these principles and knowledge as required.

Essential Materials
• www. bailli.org Educational retrieval site for Irish/English cases and related materials.
• www.westlaw.ie On-line legal awareness site.

Supplementary Material

Law of Property 1 5 ECTS Banner Code: LAWH 0047 CRN: 65073 Level 7 Assessment Method: EXAM

Description of Module / Aims
To explore the historical doctrines of Property Law, the legacy of which frame to current Property law. To explore the basic principles of Property Law which support legal interests in Real Property. To explore the reform of Property Law.

Indicative Content
• The nature of Property Law. Historical factors.
• The concept of legal ownership. Legal title to property.
• The Doctrines of Tenure and Estates.
• Freehold and Leasehold Estates.
• The Influence of Equity on Property Law.

Learning Outcomes
On successful completion of this module, a student will be able to:
1. Demonstrate a specialised knowledge of the historical doctrines of Property Law.
2. Demonstrate a specialised knowledge of the basic principles of Property law including the limitations of historical rules to the practical application modern property law.
3. Demonstrate a detailed knowledge of law reform.
4. Display a conceptual understanding of case law having participated in a group presentation.

Essential Materials
• www.pra.ie The Property Registration Authority.
• www.courts.ie The Irish Courts service.
• www.gov.ie/oireachta The web page of the houses of the Oireachtas.
• www.irlii.org Educational retrieval site for English case law and related materials.
• www.lawreform.ie The Law Reform Commission.
• www.westlaw.ie On-line legal awareness service.

Supplementary Materials
• Conveyancing and Property law Journal. Round Hall.
• Irish Law Times. Round Hall.
Law of Torts 1  |  5 ECTS  |  Banner Code: LAWH 0049  |  CRN: 65075  |  Level 8  |  Assessment Method: EXAM

Description of Module / Aims
Enable students to acquire a basic understanding of the legal principles of tort law; Enable student to analyse, apply and relate this knowledge and understanding to particular tasks set in a tort law context; Enable students to develop lifelong learning skills.

Indicative Content
- Trespass to the Person: Battery, Assault, False Imprisonment, and Intentional Infliction of Emotional Suffering. Defences.
- Trespass to Goods. Conversion, Detinue and differences between them. Defences and future of this tort.
- Liability for animals including Scien
ter. Cattle trespass.
- The Defective Products Act 1991. Elements of this tort, cases and defences.

Learning Outcomes
On successful completion of this module, a student will be able to:
1. To demonstrate powers of application, analysis and evaluation;
2. To identify and critically analyse the law concerning specific torts including but not limited to trespass to goods, the person and land, passing off and Rylands and Fletcher;
3. To identify and critically analyse the law concerning employers duty towards their employees, vicarious liability and statutory torts including but not limited to The Defective Products Act;
4. To apply the above principles to factual situations and determine if given conduct constitutes a tort;
5. To show the attainment of considerable personal benefits, such as increased confidence, and self-esteem.

Essential Materials
- Bailii available at http://www.bailii.org
- Lexis Nexis available at http://www.lexisnexis.com
- West Law available at http://www.westlaw.ie

Supplementary Materials

Succession Law 1  |  5 ECTS  |  Banner Code: LAWH 0137  |  CRN: 72731  |  Level 7  |  Assessment Method: EXAM

Description of Module / Aims
Instruct students in the preparation and due execution of wills. Illustrate the Method by which a will may be revoked or revived. Classify the various gifts and trusts found in wills. Identify and apply the statutory rules relating to the legal right of a surviving spouse and the moral duty of testators towards their children. Examine statutory rules relating to intestacies. Consider the rules and case law relating to the loss of testamentary gifts.

Indicative Content
Succession Rights:
- Testate Succession Rights
- Intestate Succession Rights
- The Loss of Succession Rights

Testamentary Capacity:
• Introduction
• Sound Disposing Mind
• Mental Ill Health
• Physical Ill Health
• Undue Influence
• Fraud

Testamentary Gifts:
• Introduction
• Devises and Legacies
• Leasehold Interests
• Powers of Appointment
• Class Gifts
• Trusts
• Income
• Interest
• Inheritance Tax

The Rules of Intestacy:
• Introduction
• Rules of Intestacy
• A Surviving Spouse
• Children
• Parents
• Brothers and Sisters
• Next-of-Kin
• Tracing Next-of-Kin
• Partial Intestacy
• The State as Ultimate Intestate Successor

The Loss of Succession Rights:
• Introduction
• Failure of Subject Matter of a Gift
• Uncertainty
• Lapse of a Gift
• A Beneficiary as a Witness
• The Effect of Disclaiming a Gift in a Will
• The Effect of Disclaiming an Intestate Share
• Loss of Intestate Succession Rights

The Execution of Wills:
• The Testators Signature
• The Position of the Testators Signature
• The Signing by the Witnesses
• The Witnesses Signatures
• Presumption of Due Execution
• The Principle of Knowledge and Approval
• Alterations
• Incorporation of Documents
• Codicils
• A Solicitors Duty of Care to Intended Beneficiaries

The Revocation and Revival of Wills:
• Introduction
• Revocation by Subsequent Marriage
• Revocation by Testamentary Instrument
• Revocation by Destruction
• The Doctrine of Dependent Relative Revocation
• Revival of Wills
• The Revival by Re-Execution
• Revival by Codicil
The Legal Right and Moral Duty:
- Introduction
- The Legal Right of a Spouse
- Renunciation of the Legal Right
- The Right of Election
- The Extinguishment of the Legal Right
- A Surviving Cohabitant
- The Moral Duty of a Testator
- Proper Provision
- The Court Order
- Section 117 Jurisprudence
- Time for Making the Application under Section 117

Learning Outcomes
On successful completion of this module, a student will be able to:
1. Execute a will.
2. Display a good knowledge of the rules of revocation and revival of wills.
3. Classify testamentary gifts and trusts and know the rules and case law relating to modification of gifts and trusts.
4. Display a good knowledge of the statutory rules relating to the legal right and moral duty of testators and when they become applicable.
5. Display a good knowledge of the rules of intestacy.
6. Identify events that lead to the loss of testamentary gifts.

Essential Material

Supplementary Materials

Criminal Law
| 5 ECTS | Banner Code: LAWH 0048 | CRN: 65074 | Level 8 | Assessment Method: EXAM |

Description of Module / Aims
To provide a comprehensive introduction to the nature origins and purpose of criminal law. To provide a clear and concise account of the principles of criminal liability. To provide a comprehensive account of the defences and justifications of criminal conduct. To enable students to interpret, analyse and apply the key principles of criminal law.

Indicative Content
- Actus Reus
- Mens Rea
- Defences
- Inchoate Offences
- Secondary Participation

Learning Outcomes
On successful completion of this module, a student will be able to:
1. Demonstrate a comprehensive and critical appreciation of the nature, origin and purpose of the criminal law.
2. Explain clearly and concisely the key principles of the criminal law.
3. Provide a clear and comprehensive account of the constituent elements of inchoate and fatal offences.
4. Demonstrate a critical appreciation of the principles and policies unique to criminal law.
5. Demonstrate independent analysis in the interpretation and application of the key principles of criminal law.

Essential Materials
- www.courts.ie
- www.irish-law.org
- www.irlii.org
- www.irlgov.ie/ag
Constitutional Law 2  |  5 ECTS  |  Banner Code: LAWH 0051  |  CRN: 65077  |  Level 7  |  Assessment Method: EXAM
---|---|---|---|---|---

**Description of Module / Aims**
Impart an understanding of substantive constitutional law rules and principles. Provide a thorough knowledge of key constitutional provisions, particularly with regard to the provisions as they relate to fundamental rights.

**Indicative Content**
- Constitutional Interpretation.
- Judicial Review.
- Locus standi.
- Consequences of a Declaration of Unconstitutionality.
- Enumerated rights in the Constitution.
- Unremunerated rights.

**Learning Outcomes**
On successful completion of this module, a student will be able to:
1. Demonstrate an understanding of the rules and principles governing constitutional law.
2. Display a knowledge and understanding of key constitutional provisions relating to fundamental rights.

**Essential Materials**
- [www.bailii.org](http://www.bailii.org)
- [www.courts.ie](http://www.courts.ie)
- [www.westlaw.ie](http://www.westlaw.ie)

Equity of Law & Trusts 2  |  5 ECTS  |  Banner Code: LAWH 0051  |  CRN: 65078  |  Level 7  |  Assessment Method: EXAM
---|---|---|---|---|---

**Description of Module / Aims**
Provide students with a knowledge and understanding of Purpose & Charitable Trusts and the Cy-pres doctrine. Ensure that students have a knowledge of the entire area of administration of trusts. Enable students to understand equitable remedies. Ensure that students can apply this knowledge as appropriate.

**Indicative Content**
- Purpose Trusts
- Charitable Trusts
- The Cy-pres Doctrine
- The Administration of Trusts
- Injunctions
- Specific Performance
- Rectification
- Recission

**Learning Outcomes**
On successful completion of this module, a student will be able to:
1. Understand and have a knowledge of Purpose Trusts: Charitable Trusts and the Cy-pres doctrine.
2. Show an understanding of the Administration of Trusts; the appointment, powers, duties and liability of trustees.
3. Display a knowledge of Equitable remedies: injunctions, specific performance, rectification and recission.
4. Be able to discuss in and apply these principles and knowledge in appropriate situations.
Essential Materials
- [www.bailii.org](http://www.bailii.org) Educational retrieval site for Irish/English cases and related materials.
- [www.westlaw.ie](http://www.westlaw.ie) On-line legal awareness site.

Supplementary Material

<table>
<thead>
<tr>
<th>Law of Property 2</th>
<th>5 ECTS</th>
<th>Banner Code: LAWH 0053</th>
<th>CRN: 65079</th>
<th>Level 7</th>
<th>Assessment Method: EXAM</th>
</tr>
</thead>
</table>

Description of Module / Aims
To explore substantive Property Law doctrines which serve current Property Law. To equip the student with a general understanding of legal drafting in Property Law. To explore and apply the relevant principles of Property Law to the resolution of Property Law problems. To explore recent suggested reforms of Property Law.

Indicative Content
- Proprietary Estoppel.
- Intangible interests in land.
- Covenants.

Learning Outcomes

*On successful completion of this module, a student will be able to:*
1. Demonstrate a specialised knowledge of the substantive doctrines of Property Law.
2. Demonstrate an ability to apply principles of Property Law to the resolution of property disputes.
3. Demonstrate a general ability to draft a standard legal agreement in Property Law.
4. Demonstrate a knowledge of law reform.
5. Critical evaluate a particular aspect of property law having independently researched a chosen topic of interest.

Essential Materials
- [www.courts.ie](http://www.courts.ie) The Irish Courts Service
- [www.irlii.org](http://www.irlii.org) Educational retrieval site for English case law and related materials.
- [www.pra.ie](http://www.pra.ie) The Property Registration Authority

Supplementary Materials

<table>
<thead>
<tr>
<th>Law of Torts 2</th>
<th>5 ECTS</th>
<th>Banner Code: LAWH 0055</th>
<th>CRN: 65081</th>
<th>Level 8</th>
<th>Assessment Method: EXAM</th>
</tr>
</thead>
</table>

Description of Module / Aims
Enable students to acquire a basic understanding of the legal principles of tort law; Enable student to analyse, apply and relate this knowledge and understanding to particular tasks set in a tort law context; Enable students to develop lifelong learning skills.

Indicative Content
Waterford Institute of Technology
School of Humanities
Exchange Programme Module Listing


Learning Outcomes
On successful completion of this module, a student will be able to:
1. To demonstrate powers of application, analysis and evaluation.
2. To identify and critically analyse the law concerning specific torts including but not limited to nuisance and defamation.
3. To identify and critically analyse the law concerning negligence including negligently inflicted economic loss and psychiatric damage.
4. To identify and critically analyse the law concerning statutory torts including but not limited to The Occupiers Liability Act.
5. To identify and critically analyse the law concerning personal injury claims and understand the workings of the Personal Injuries Assessment Board.
6. To apply the above principles to factual situations and determine if given conduct constitutes a tort and what remedies are available to the injured party.
7. To identify any issues that may arise under the Statute of Limitations.

Essential Materials
- Bailii available at [http://www.bailii.org](http://www.bailii.org)
- West Law available at [http://www.westlaw.ie](http://www.westlaw.ie)

Supplementary Materials

Succession Law 2 | 5 ECTS | Banner Code: LAWH 0138 | CRN: 72748 | Level | Assessment Method: EXAM

Description of Module / Aims
To enable the student to apply the rules and process the necessary proofs by the use of precedents in relation to applications for grants of probate by executors. To enable that student to apply the rules and process the necessary proofs by the use of precedents in relation to applications for grants of letters of administration with the will annexed. To enable that student to apply the rules and process the necessary proofs by the use of precedents in relation to applications for grants of letters of administration intestate. To illustrate the uses and procedures relating to caveats and citations. To consider the role, duties, powers and liabilities of personal representatives when administering and distributing the estates of deceased persons.

Indicative Content
Grants of Probate:
- Introduction
- Executors
- The Necessary Documentation
- The Original Will
- Oath of Executor
- Death Certificate
- Inland Revenue Affidavit
• Renunciation by an Executor
• Unadministered and Double Probate
• A De Bonis Non Grant

Grants for Limited Purposes:
• Introduction
• Grant to a Guardian
• Grant to a Committee
• Grant to an Attorney
• Grant Pendente Lite or Ad Litem
• Grant Ad Colligenda Bona
• The Revocation of Limited Grants

The Administration of Estates:
• Introduction
• The Administration of Estates
• The Distribution of Estates
• The Powers of a Personal Representative
• Power of Sale
• Apportionment
• Power of Appropriation
• The Liability of a Personal Representative
• A Solicitors Duty of Care to Personal Representatives

The Construction of Wills:
• Introduction
• Extrinsic Evidence of the Testators Intention
• The Ordinary Meaning Rule
• The Construction of Phrases
• The Technical Meaning Rule
• Falsa Demonstratio Non Nocet
• Section 99 of the Succession Act 1965
• The Construction of Foreign Wills

Grants of Letters of Administration with Will Annexed and Intestate:
• Introduction
• Persons Entitled to Apply for a Grant with Will Annexed
• The Necessary Documentation
• The Administrators Oath
• The Administration Bond
• A De Bonis Non Grant with Will Annexed
• Persons Entitled to Apply for a Grant Intestate
• The Necessary Documentation
• De Bonis Non Grants with the Will Annexed or Intestate

Caveats and Citations:
• Introduction
• Caveats
• Citat

Probate Motions and Probate and Administration Actions:
• Introduction
• Ex Parte Applications
• Motions on Notice
• The Grounding Affidavit
• Section 27(4) Applications
• Probate Actions
• Parties to a Probate Action
• Circuit Court Proceedings
• Administration Actions
• Parties to an Administration Action
• Construction Suits
- Section 117 Applications
- The Issue of Costs
- Awarding Costs in Probate Actions
- Awarding Costs in Administration Actions
- The Issue of Costs in the Circuit Court
- Limitation of Actions

Learning Outcomes
On successful completion of this module, a student will be able to:
1. To process the necessary proofs by the use of precedents for grants of probate by executors, the rules and process the necessary proofs by the use of precedents in relation to applications for grants of letters of administration with the will annexed, the rules and process the necessary proofs by the use of precedents in relation to applications for grants of letters of administration intestate.
2. To identify the occasions for the use of caveats and citations.
3. To appreciate the role, duties, powers and liabilities of personal representatives when administering and distributing the estates of deceased persons.

Essential Material

Supplementary Materials

---

Criminal Law & Procedure

<table>
<thead>
<tr>
<th>ECTS</th>
<th>Banner Code</th>
<th>CRN</th>
<th>Level</th>
<th>Assessment</th>
</tr>
</thead>
<tbody>
<tr>
<td>5</td>
<td>LAWH 0054</td>
<td>65080</td>
<td>7</td>
<td>EXAM</td>
</tr>
</tbody>
</table>

**Description of Module / Aims**
To provide a comprehensive introduction to the fatal and non-fatal offences against the person. To provide a clear and concise account of the sexual offences. To provide a comprehensive account of the offences against property. To enable students to gain a good knowledge and understanding of criminal procedure in Ireland.

**Indicative Content**
- Fatal Offences Against the Person
- Non-fatal Offences Against the person
- Sexual Offences
- Offences Against Property
- Criminal Procedure

**Learning Outcomes**
On successful completion of this module, a student will be able to:
1. Demonstrate a comprehensive and critical appreciation of the nature of the offences against the person.
2. Explain clearly and concisely the sexual offences.
3. Provide a clear and comprehensive account of the offences against property.
4. Demonstrate a critical appreciation of the principles and policies unique to criminal law.
5. Demonstrate a good understanding of criminal procedure.

**Essential Materials**
- www.courts.ie
- www.irish-law.org
- www.irlii.org
- www.irlgov.ie/ag
- www.irlgov.ie/oireachtas
- www.lawreform.ie
Supplementary Materials

Module Listing for Bachelor of Arts in Legal Studies with Business  
Programme Code: WD_HLEGB_B

<table>
<thead>
<tr>
<th>Year 4</th>
<th>Semester 7 (Autumn)</th>
<th>Component Code</th>
<th>Semester 8 (Spring)</th>
<th>Component Code</th>
</tr>
</thead>
<tbody>
<tr>
<td>Contract Law</td>
<td>LAWH 0059</td>
<td>Contract Law 2</td>
<td>LAWH 0065</td>
<td></td>
</tr>
<tr>
<td>Company Law</td>
<td>LAWH 0060</td>
<td>Company Law 2</td>
<td>LAWH 0066</td>
<td></td>
</tr>
<tr>
<td>Insurance Law</td>
<td>LAWH 0061</td>
<td>Financial Management 2 (E)</td>
<td>FINA 0043</td>
<td></td>
</tr>
<tr>
<td>Financial Accounting 1 (E)</td>
<td>FINA 0040</td>
<td>Financial Accounting 2 (E)</td>
<td>ACCH 0015</td>
<td></td>
</tr>
<tr>
<td>Financial Management 1 (E)</td>
<td>FINA 0041</td>
<td>Organisational Studies (E)</td>
<td>BUSI 0008</td>
<td></td>
</tr>
<tr>
<td>Human Resource Management (E)</td>
<td>HRMH 0002</td>
<td>European Law 2 (E)</td>
<td>LAWH 0068</td>
<td></td>
</tr>
<tr>
<td>Foundations of Business Strategy (E)</td>
<td>BUSI 0007</td>
<td>Financial Services Law 2 (E)</td>
<td>LAWH 0069</td>
<td></td>
</tr>
<tr>
<td>European Law 1 (E)</td>
<td>LAWH 0062</td>
<td>Administrative Law (E)</td>
<td>LAWH 0116</td>
<td></td>
</tr>
<tr>
<td>Financial Services Law 1 (E)</td>
<td>LAWH 0063</td>
<td>Arbitration Law (E)</td>
<td>LAWH 0160</td>
<td></td>
</tr>
<tr>
<td>Jurisprudence 1 (E)</td>
<td>LAWH 0114</td>
<td>Jurisprudence 2 (E)</td>
<td>LAWH 0117</td>
<td></td>
</tr>
</tbody>
</table>

Module Descriptors

**Contract Law 1**  
5 ECTS  
Banner Code: LAWH 0059  
CRN: 65167  
Level 8  
Assessment Method: EXAM

**Description of Module / Aims**
Provide the student with an understanding of the legal process by which contracts are formed. Lend an appreciation of the relevant case law. Emphasise the need for clarity of expression and use of correct terminology in the drafting of contracts.

**Indicative Content**
- The phenomena of agreement; offer and acceptance; offer rules; acceptance rules; revocation; rejection; lapse.
- Consideration; definition; sufficiency; insufficiency; adequacy; executed, executory and past consideration; Rule in Pinnel’s Case and exceptions thereto; promissory estoppel.
- Intention to create legal relations; commercial agreements; domestic.
- The contents of a contract; express terms; relative importance of contractual terms; excluding and limiting terms; terms implied by the court; terms implied by statute and custom or trade usage.
- Unenforceable contracts.
- Capacity of contractual parties.
- Privity of Contract.

**Learning Outcomes**

*On successful completion of this module, a student will be able to:*
1. Demonstrate their knowledge and understanding of the legal process by which contracts are formed.
2. Demonstrate their knowledge and understanding of the relevant case law.
3. Be cognisant of the need for clarity of expression and use of correct terminology in the drafting of contracts.

**Essential Materials**

**Supplementary Materials**

**Company Law 1**  
5 ECTS  
Banner Code: LAWH 0060  
CRN: 65168  
Level 8  
Assessment Method: EXAM

**Description of Module / Aims**
To consider the historical development and legal framework governing company law. To provide an understanding of the nature of the company, its unique characteristics and the different types. To consider the role of the registrar of companies.
and the office of the Director of Corporate enforcement in company law compliance and enforcement. To examine the contractual capacity of companies and their agents. To provide a thorough knowledge of the legal rules within which companies are formed, managed and governed. To critically examine the responsibilities and the duties of those who form and manage a company. To develop a critical knowledge of the rights of shareholders and their role in corporate governance.

Indicative Content
- Incorporation and its consequences.
- Registration and formation of companies.
- Corporate capacity and authority of corporate agents.
- Equitable, Common law and Statutory Duties of Directors.
- Corporate Governance - The Directors, the Members, the Auditors and External Agencies.

Learning Outcomes
On successful completion of this module, a student will be able to:
1. Understand the nature of the company as a separate legal entity.
2. Demonstrate a thorough understanding of the complex legal framework in which companies are formed, managed and governed.
3. Be fully cognisant of the duties and liabilities of those associated with forming and managing a company.
4. Recognise the inherent difficulties associated with the division of powers between directors and shareholders.
5. Have a critical understanding of the rights and protections afforded to shareholders by the law.
6. To solve multi-problem hypothetical scenarios.
7. To engage in independent readings and critical analysis.

Essential Materials
- www.bailii.org
- www.basis.ie
- www.clrg.org
- www.cro.ie
- www.entemp.ie
- www.odce.ie
- www.westlaw.ie
- www.westlaw.uk
- Journal of Business Law.
- Specific articles from refereed journals as recommended in class.
- The Commercial law Practitioner (1994- to-date).

Supplementary Materials

### Insurance Law

| Insurance Law | 5 ECTS | Banner Code: LAWH 0061 | CRN: 65169 | Level 8 | Assessment Method: CA |

Description of Module / Aims
Provide students with a clear and concise account of the fundamental principles of insurance law, with particular emphasis on the law relating to insurance contracts.

Indicative Content
- Introduction and background
- Formation and construction of the contract of insurance
- Subrogation
• Contribution
• Non-disclosure, misrepresentation and fraud
• Conditions and warranties
• Insurable interest
• The legal liabilities of insurance intermediaries

Learning Outcomes

On successful completion of this module, a student will be able to:
1. Display a detailed understanding of the law relating to insurance contracts.
2. Be competent to give advice on legal issues arising from the insurance contract, both to insureds and insurers.
3. Demonstrate the ability to apply the law to practical problem situations.

Essential Materials

• Various key articles from academic journals, for seminar reading and assigned caselaw.

Supplementary Materials


Financial Accounting 1 (E) 5 ECTS Banner Code: FINA 0040 CRN: 65162 Level 8 Assessment Method: CA

Description of Module / Aims

To introduce the students to the world of financial accounting, distinguishing between financial accounting and management accounting, while showing their different roles and purposes in terms of reporting information to the users, both internal and external, of accounting information. Students will have a clear understanding of the history and the development of the accounting profession, the framework of financial reporting and the regulatory requirements which govern the preparation and reporting of accounting information for external users. Students will develop their knowledge of the principles, the underlying concepts and the preparation of financial statements, gain an ability to analyse, understand, interpret, critically evaluate and the use of financial statements in the business environment.

Indicative Content

• Introduction to accounting.
• The role of accounting in decision making.
• Measuring and reporting financial position.
• Measuring and reporting financial performance.
• Accounting for limited companies 1.
• Corporate governance.

Learning Outcomes

On successful completion of this module, a student will be able to:
1. Prepare and read financial statements, understand their limitations and uses and critically analyse performance.
2. Students will have an appreciation of the importance and impact of accurate, relevant and timely financial information on the decision making and ultimate performance of a business with the main emphasis on limited companies.

Essential Materials

• www.pearsoned.co.uk/atrillmclaney

Supplementary Materials


Financial Management 1 (E) 5 ECTS Banner Code: FINA 0041 CRN: 65163 Level 8 Assessment Method: CA

Description of Module / Aims

To introduce the students to the nature and role of financial management in an organisation and the external business environment. To provide students with a knowledge of the nature and risks associated with financial management decisions.
Students will gain a theoretical framework, have a practical understanding and the analytical tools required for planning and controlling investments and the effective operation of financial planning within business.

Indicative Content
- Introduction to financial management.
- Financial planning and projected financial statements.
- Analysis and interpretation of financial statements.
- Making capital investment decisions.
- Financing a business 1: sources of finance.
- Development of major group project: analysis of a listed Irish company.

Learning Outcomes
On successful completion of this module, a student will be able to:
1. Understand the nature and importance of the financial management role within a business.
2. Understand the overall financial environment within which businesses operate and have the ability to provide, interpret financial management information in relation to capital investment decisions, working capital management and financing business requirements through the different options available.
3. Be able to understand, critically analyze and discuss the business section of newspapers and journal articles.

Essential Materials
- www.pearsoned.co.uk

Supplementary Materials
- Financial section of daily broadsheets, business supplements of weekend broadsheets and assigned reading from business journals.

| Human Resource Management (E) | 5 ECTS | Banner Code: HRMH 0002 | CRN: 65164 | Level 8 | Assessment Method: CA |

Description of Module / Aims
Develop an appreciation of the complexity of human resource management both as an integral element of the management task and as a specialist management function and to develop a knowledge base and an awareness of the key activity areas of the HR manager along with an understanding of the relationship between the HR function and the organisational environment in which it is located.

Indicative Content
- Introduction to human resource management
- The nature of the employment relationship
- Recruitment and selection procedures
- Training and employee development
- Managing and appraising employee performance
- Reward management

Learning Outcomes
On successful completion of this module, a student will be able to:
1. Develop strategies and procedures appropriate to both organisation needs and good practice in the area of human resource management.
2. Explain, analyse and defend the principles and procedures normally associated with the key human resource practices.
3. Have the ability to evaluate the effectiveness of human resource activities and processes within an organisation and to assess the benefits and limitations of alternative approaches.
4. Analyse the role of the human resource function within a broader organisational context.

Essential Materials
- www.cipd.co.uk
- www.hrmguide.net
- www.hrmguide.co.uk
- www.hrmguide.com

Supplementary Materials
- Current articles from newspapers and journals will be used throughout the year.

Foundations of Business Strategy (E)

<table>
<thead>
<tr>
<th>ECTS</th>
<th>Banner Code</th>
<th>CRN</th>
<th>Level</th>
<th>Assessment Method</th>
</tr>
</thead>
<tbody>
<tr>
<td>5</td>
<td>BUSI 0007</td>
<td>65165</td>
<td>8</td>
<td>EXAM</td>
</tr>
</tbody>
</table>

Description of Module / Aims
Develop the student’s understanding of strategic management and the main theoretical and practical developments in the area.

Indicative Content
- The Nature of Strategy: The importance and challenges of strategic planning
- External Analysis: Industry and macroenvironment analysis, identification of opportunities and threats.
- Internal Analysis: Resources, capabilities and sources of competitive advantage.
- Ethics and corporate social responsibility: Role of ethics in business.

Learning Outcomes
On successful completion of this module, a student will be able to:
1. Describe the nature of strategy and the strategic management process
2. Evaluate an organisation's internal and external environment by using various analysis tools
3. Critically examine the importance of ethics in business

Essential Material

Supplementary Materials

European Law 1 (E)

<table>
<thead>
<tr>
<th>ECTS</th>
<th>Banner Code</th>
<th>CRN</th>
<th>Level</th>
<th>Assessment Method</th>
</tr>
</thead>
<tbody>
<tr>
<td>5</td>
<td>LAWH 0062</td>
<td>65170</td>
<td>8</td>
<td>EXAM</td>
</tr>
</tbody>
</table>

Description of Module / Aims
Enable the students to acquire knowledge and understanding of European Union Law; Enable the students to acquire knowledge and understanding of the principle Institutions of the European Union; Enable the students to explore some substantive aspects of European Union Law; Enable the students to analyse, apply and relate this knowledge and understanding to particular tasks.

Indicative Content
- Introduction to EU Law and Method of study
- Constitutional Structure
- The European Court of Justice and Court of First Instance
- Sources of EC Law
- Legislative Process
- EU Law and Irish Law: supremacy and direct effect

Learning Outcomes
On successful completion of this module, a student will be able to:
1. Demonstrate their knowledge and understanding of the European Union legal order;
2. Demonstrate their knowledge and understanding of some of the substantive aspects of European Union Law; and
3. Research information, analyse and apply this knowledge and understanding to particular tasks.

Essential Materials
- www.europa.eu.int
- www.lexis.com
- www.oireachtas.ie
- www.westlaw.ie
- Common Market Law Reports
- European Law Reports
- Official Journal of European Union

Supplementary Materials
- Common Market Law Review
- European Law Review
- European and Government Papers

Financial Services Law 1 (E)  5 ECTS  Banner Code: LAWH 0063  CRN: 65171  Level 8  Assessment Method: CA

Description of Module / Aims
Enable the students to acquire knowledge and understanding of the general and substantive principles and regulatory rules that apply to the business of financial services; Enable the students to analyse, apply and relate this knowledge and understanding of the general and substantive principles and regulatory rules to particular tasks set within the context of the financial services sector; Enable the students to develop their competences in the skills of communication, teamwork, independent learning and using information technology.

Indicative Content
- Sources of Law
- IFSRA
- Regulation
- Money laundering
- Single Market
- Dispute Resolution

Learning Outcomes
On successful completion of this module, a student will be able to:
1. Demonstrate their knowledge and understanding of Financial Services Law and regulation within the overall legal environment;
2. Demonstrate their knowledge and understanding of the general legal and substantive legal principles and regulatory rules that apply to the financial services sector;
3. Research information, analyse and apply this knowledge and understanding to particular problems set within the context of the financial services sector and within the overall legal environment.

Essential Materials
- Irish Financial Services Regulatory Authority
- Law Reform
- Ombudsman
- www.bailee.org.ie
- www.europa.eu
- www.firstlaw.ie
- www.westlaw.ie

**Supplementary Materials**
- All England Reports
- Irish Current Law.
- Irish Current Law Statutes.
- Irish Law Reports.
- Irish Law Times Reports.
- Selected cases and journal materials.
- Sunday Business Post.
- The Irish Times.

**Jurisprudence 1 (E) | 5 ECTS | Banner Code: LAWH 0114 | CRN: 67873 | Level | Assessment Method: EXAM**

**Description of Module / Aims**
Provide knowledge of positivistic concepts of jurisprudence. Illustrate the fundamental differences and similarities of the main theories of positivism in particular Austin, Kelsen, Hart, Dworkin and Raz. Instil an appreciation of the American theories of law in particular the realist theories and the critical legal studies movement and economic analysis of law movement. Critically analyse the foregoing theories.

**Indicative Content**
- Positivistic Jurisprudence
- Classical Positivism
- Austin and Bentham
- Austins definition of law, law, command and sanction, categories of law, notion of sovereignty
- Benthams theory of law
- Other theories of sovereignty
- Harts criticism of Austin
- Analytical Positivism
- Harts concept of law, primary and secondary rules, minimum content of natural law, open texture of language
- Dworkin, notion of standards and principles and rights as trumps, Raza’s theories
- Kelsen, pure theory of law, law as norms, basic norm theory, criticism of the pure theory, basic norm of international law
- The Realist Theories of Law:
- The American Realists, critical legal studies movement, economic analysis of law movement
- The Scandinavian Realists
- Hohfeld’s Jural Relations

**Learning Outcomes**
On successful completion of this module, a student will be able to:
1. Display knowledge of the positivistic concepts of jurisprudence.
2. Understand the fundamental differences and similarities of the main theories of positivism in particular Austin, Kelsen, Hart, Dworkin and Raz.
3. Appreciate the impact of the American theories of law in particular the realist theories and the critical legal studies movement and economic analysis of law movement.

**Essential Materials**
### Contract Law 2

<table>
<thead>
<tr>
<th>ECTS</th>
<th>Banner Code</th>
<th>CRN</th>
<th>Level</th>
<th>Assessment Method</th>
</tr>
</thead>
<tbody>
<tr>
<td>5</td>
<td>LAWH 0065</td>
<td>65178</td>
<td>8</td>
<td>EXAM</td>
</tr>
</tbody>
</table>

**Description of Module / Aims**

Provide the student with an understanding of the vitiating elements that may render contracts void or voidable, methods of discharge of contract and remedies. Provide the student with an understanding of the relevant case law. To emphasise the need for clarity of expression and use of correct terminology in the drafting of contracts.

**Indicative Content**

- Misrepresentation: the nature of misrepresentation; the meaning of inducement; types of misrepresentation; fraudulent, negligent and innocent misrepresentation; remedies for misrepresentation; rescission; damages; review of effects under the Sale of Goods and Supply of Services Act 1980; non-disclosure; contracts uberrimae fidei; duress and undue influence.
- Mistake: the nature of mistake; common mistake; mutual mistake; unilateral mistake; mistake in equity; contracts in respect of which equity will give relief for mistake; documents mistakenly signed.
- Illegal contracts: contracts rendered void by statute; contracts illegal at common law; contracts rendered void on grounds of public policy; the consequence of illegality; proof of illegality.
- Discharge of Contract: discharge by performance; discharge by express agreement; discharge under the doctrine of frustration: discharge by breach; discharge by operation of law.
- Remedies for Breach of Contract: recovery of damages; remoteness of damage; measure of damages; liability and quantum; mitigation of damages; liquidation damages and penalty; the doctrine of specific performance and effect; injunction and effect; the extinction of remedies under the Statute of Limitations.

**Learning Outcomes**

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

1. Demonstrate their knowledge and understanding of the vitiating elements that may render contracts void or voidable, the ways by which contracts may be discharged and remedies for breach of contract.
2. Demonstrate their knowledge and understanding of the relevant case law.
3. Be cognisant of the need for clarity of expression and use of correct terminology in the drafting of contracts.

**Essential Materials**


**Supplementary Materials**


---

### Company Law 2

<table>
<thead>
<tr>
<th>ECTS</th>
<th>Banner Code</th>
<th>CRN</th>
<th>Level</th>
<th>Assessment Method</th>
</tr>
</thead>
<tbody>
<tr>
<td>5</td>
<td>LAWH 0066</td>
<td>65179</td>
<td>8</td>
<td>EXAM</td>
</tr>
</tbody>
</table>

**Description of Module / Aims**

To provide students with a solid understanding of the nature of a share, the rules for issuing, allotting and transferring shares and the rights and obligations pertaining to membership; To explain in depth the Capital Maintenance Rules; To demonstrate the relevance of Loan Capital and Charges to the corporate entity; To consider the rules regarding maintenance and
production of accounts and the role of auditors; To provide students with a sound understanding of the position of companies in insolvency.

Indicative Content
- Shares, classes of shares and membership rights.
- Capital Maintenance.
- Loan Capital and Charges.
- Books of Accounts, Annual Returns and Auditors.
- Receivers-Functions, Powers and Duties, Contemporary issues.
- Liquidators- Functions, Powers and Duties, Contemporary issues; and
- Examiners-Functions, Powers and Duties and Contemporary issues.
- Creditors and Insolvency.
- Restriction and disqualification of Directors.

Learning Outcomes
On successful completion of this module, a student will be able to:
1. Have a thorough understanding of matters relating to shares and membership.
2. Demonstrate a thorough understanding of equity capital and the rules for maintenance.
3. Have a sound knowledge of company borrowing, debentures and charges.
4. Explain the role of directors and auditors in ensuring books of accounts are maintained and returns filed.
5. Explain in depth the functions, powers and duties of receivers, liquidators and examiners.
6. Appreciate the issues concerning creditors in insolvency situations.
7. Understand the consequences of restriction and disqualification for directors.
8. To solve multi-problem hypothetical scenarios.
9. To engage in independent readings and critical analysis.

Essential Materials
- www.bailii.org
- www.basis.ie
- www.clrg.org
- www.cro.ie
- www.entemp.ie
- www.odce.ie
- www.westlaw.ie
- www.westlaw.uk
- Journal of Business Law.
- Specific articles from refereed journals as recommended in class.

Supplementary Materials

Financial Management 2 (E)  5 ECTS  Banner Code: FINA 0043  CRN: 65174  Level 8  Assessment Method: CA

Description of Module / Aims
To extend the students’ knowledge to the nature and role of financial management and the external business environment. To provide students with a knowledge of the nature and risks associated with financial management decisions. Students will
gain a theoretical framework, have a practical understanding and the analytical tools required for planning and controlling investments and the effective operation of financial planning within a business.

**Indicative Content**
- Financing a business 2: raising long-term finance
- The cost of capital and capital structure decisions
- Developing a dividend policy
- Managing working capital
- Managing and measuring for shareholder value
- Mergers, takeovers and the valuation of shares
- Ethical behaviour in business
- Completion of major group project: report, analyse and present assignment on listed Irish company

**Learning Outcomes**

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

1. Understand the nature and importance of the financial management role within a business.
2. Understand the overall financial environment within which businesses operate and have the ability to provide, interpret financial management information in relation to capital investment decisions, working capital management and financing.
3. Business requirements through the different options available.
4. Be able to understand, critically analyze and discuss the business section of newspapers and journal articles.
5. Undertake a thorough analysis of a listed Irish company.

**Essential Materials**
- Websites of listed Irish Companies
- www.pearsoned.co.uk

**Supplementary Materials**
- Financial section of daily broadsheets, business supplements of weekend broadsheets and assigned reading from business journals.
3. Students will develop their knowledge of the principles, the underlying concepts and the preparation of financial statements, gain an ability to analyse, understand, interpret, critically evaluate and the use of financial statements in the business environment.

**Essential Materials**
- [www.pearsoned.co.uk/atrillmclaney](http://www.pearsoned.co.uk/atrillmclaney)

**Supplementary Material**

<table>
<thead>
<tr>
<th>Organisational Studies (E)</th>
<th>5 ECTS</th>
<th>Banner Code: BUSI 0008</th>
<th>CRN: 65175</th>
<th>Level 8</th>
<th>Assessment Method: EXAM</th>
</tr>
</thead>
</table>

**Description of Module / Aims**
Give the student an appreciation of the principles underlying individual and group behaviour in organisations and to allow them to describe the complexities that can arise in an organisation and detail factors relevant to their management.

**Indicative Content**
- Introduction to organisational studies.
- Individual differences (personality, intelligence, perception, cognition, attitudes, values, learning).

**Learning Outcomes**
*On successful completion of this module, a student will be able to:*
1. Assess the individual within the organisation in terms of several individual differences
2. Identify and critically appraise Method of leading and managing employee performance
3. Utilise techniques to enable groups and teams to work together effectively
4. Demonstrate an advanced understanding of theoretical concepts, models and tools to help comprehend employee and organisational behaviour

**Essential Materials**
- [www.eawop.org](http://www.eawop.org)
- [www.siop.org](http://www.siop.org)

**Supplementary Materials**
- Current articles from journals will be used throughout the year.

<table>
<thead>
<tr>
<th>European Law 2 (E)</th>
<th>5 ECTS</th>
<th>Banner Code: LAWH 0068</th>
<th>CRN: 65181</th>
<th>Level 8</th>
<th>Assessment Method: EXAM</th>
</tr>
</thead>
</table>

**Description of Module / Aims**
Enable the students to acquire knowledge and understanding of European Union Law; Enable the students to acquire knowledge and understanding of the general principles of law, the four freedoms and competition law; Enable the students to explore some substantive aspects of European Union Law and Enable the students to analyse, apply and relate this knowledge and understanding to particular tasks.

**Indicative Content**
- General principles
- Enforcement of EU law
- Free movement of goods, persons, services, establishment and capital
- Competition Law

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

1. Demonstrate their knowledge and understanding of the European Union legal order;
2. Demonstrate their knowledge and understanding of some of the substantive aspects of European Union Law; and
3. Research information, analyse and apply and relate this knowledge and understanding to particular tasks.

Essential Materials

- [www.europa.eu.int](http://www.europa.eu.int)
- [www.lexis.com](http://www.lexis.com)
- [www.oireachtas.ie](http://www.oireachtas.ie)
- [www.westlaw.ie](http://www.westlaw.ie)
- Common Market Law Reports
- European Law Reports
- Official Journal of European Union

Supplementary Materials

- Common Market Law Review
- European Law Review
- Supplemental

<table>
<thead>
<tr>
<th>Financial Services Law 2 (E)</th>
<th>5 ECTS</th>
<th>Banner Code: LAWH 0069</th>
<th>CRN: 65182</th>
<th>Level 8</th>
<th>Assessment Method: CA</th>
</tr>
</thead>
</table>

Description of Module / Aims

Enable the students to acquire further knowledge and understanding of the general and substantive principles and regulatory rules that apply to the business of financial services; Enable the students to analyse, apply and relate this knowledge and understanding of the general and substantive principles and regulatory rules to in-depth tasks set within the context of the financial services sector; Enable the students to further develop their competences in the skills of communication, teamwork, independent learning and using information technology.

Indicative Content

- Accounts
- Types of Banks and Customers
- Banker/Customer Relationship
- Legal Duties
- Method of Payment
- Lending & Security

Learning Outcomes

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

1. Demonstrate their advanced knowledge and understanding of Financial Services Law and regulation within the overall legal environment;
2. Demonstrate their advanced knowledge and understanding of the general legal and substantive legal principles and regulatory rules that apply to the financial services sector;
3. Research information, analyse and apply this knowledge and understanding to in-depth problems set within the context of the financial services sector and within the overall legal environment.

Essential Materials

- Courts.ie
- Irish Financial Services Regulatory Authority
- Law Reform
- Oireachtas
- Ombudsman
Administrative Law (E)  
5 ECTS  
Banner Code: LAWH 0116  
CRN: 67885  
Level 8  
Assessment Method: EXAM

Description of Module / Aims
Enable the student to acquire knowledge and understanding of the law that regulates the organisation, composition, functions and procedures of public authorities; enable the student to understand the legal principles that apply to judicial review of administrative decisions; enable the student to analyse, apply and relate this knowledge and understanding of the procedural and substantive legal principles to particular tasks; enable the student to develop their competences in the skills of communication, teamwork, independent learning using information technology.

Indicative Content
- Sources of Administrative Law
- Fundamental principles of Judicial Review
- The Doctrine of Ultra Vires
- The heads of judicial review
- Error on the face of the record
- Consequences of invalidity
- Severance
- Delegatus Non Potest Delegare
- Natural Justice (The Rule Against Bias)
- Constitutional Justice and Natural Justice
- Tests for determining the presence of bias
- Nemo Judex in Causa Sua
- Doctrine of necessity
- Waiver
- Withdrawal of suspect members
- Audi alteram partem (Fair Procedures)
- Tribunals and administrative agencies are not courts
- Essence of the rule
- Requirement of notice
- Opportunity to make the best possible defence
- Right to cross examine
- Deciding without hearing
- Findings of fact and materials available to public bodies
Learning Outcomes

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

1. Demonstrate knowledge and understanding of the law that regulates the organisation, composition, functions and procedures of public authorities;
2. Demonstrate their knowledge and understanding of some of the procedural and substantive legal principles that are applied to judicial review of administrative functions;
3. Research information, analyse and apply this knowledge and understanding to particular tasks;
4. Demonstrate their competence in the skills of communications, teamwork, independent learning and using information technology.

Essential Materials

- [www.bailii.ie](http://www.bailii.ie)
- [www.firstlaw.ie](http://www.firstlaw.ie)
- [www.irish-law.org](http://www.irish-law.org)
- [www.ombudsman.ie](http://www.ombudsman.ie)
- [www.westlaw.ie](http://www.westlaw.ie)

Supplementary Materials


Description of Module / Aims
Provide students with a knowledge of the mechanisms available for alternative dispute resolution. Ensure that students display a detailed knowledge and understanding of Arbitration Law. Ensure that students are able to analyse and apply this knowledge as appropriate in practical situations.

**Indicative Content**
- General principles of Mediation, Conciliation and Arbitration.
- The Arbitration Agreement.
- Appointment, Jurisdiction and Powers of Arbitration.
- Commencement of Arbitration
- The Arbitration Hearing.
- Award.
- Enforcement of Award
- Challenging the Award.
- Costs and Fees.
- Supervisory Powers of High Court.

**Learning Outcomes**

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

1. Understand and have a detailed knowledge of alternative dispute resolution mechanisms.
2. Display a detailed knowledge of Arbitration Law and be able to explain how it works in practice.
3. Be able to discuss and apply these principles and knowledge in appropriate situations.

**Essential Materials**
- [www.bailii.org](http://www.bailii.org) Educational retrieval site for Irish/English cases and related materials.
- [www.westlaw.ie](http://www.westlaw.ie) On-line legal awareness site.

**Supplementary Material**

<table>
<thead>
<tr>
<th>Jurisprudence 2 (E)</th>
<th>5 ECTS</th>
<th>Banner Code: LAWH 0117</th>
<th>CRN: 67889</th>
<th>Level 8</th>
<th>Assessment Method: EXAM</th>
</tr>
</thead>
</table>

**Description of Module / Aims**

Provide knowledge of the natural law concepts of jurisprudence. Appreciate the fundamental differences and similarities of the main theories of natural law. Illustrate the distinction between law and morality and the legal enforcement of morals. Provide knowledge of the historical and anthropological theories of law. Highlight the distinction between the approach of the legal sociologist and the sociological jurist to law. Provide knowledge of social contract theories and legal concepts at play in legal systems. Critically analyse the foregoing theories.

**Indicative Content**

- Natural Law.
- Modern natural law theories: Fullers morality of law, Finnis natural law and natural rights.
- Law and Morality, legal enforcement of morals, Mill and Stephen, Devlin, Hart and Dworkin, Hart-Devlin debate.
- Historical and Anthropological theories of law, Savignys historical theory, Maines anthropological theory, Hocarts dualism.
- Feminism.
- The Social Contract Theorists.
- Legal Concepts, personality, possession and property.

**Learning Outcomes**

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

1. Display a knowledge of the natural law concepts of jurisprudence.
2. Understand the fundamental differences and similarities of the main theories of natural law.
3. Appreciate the distinction between law and morality and the legal enforcement of morals.
4. Display a knowledge of the historical and anthropological theories of law.
5. Understand the distinction between the approach of the legal sociologist and the sociological jurist to law.
6. Display an understanding of social contract theories and legal concepts at play in legal systems.
Essential Materials


Supplementary Materials

### Module Listing for Bachelor of Arts in Legal Studies in International Trade

Programme Code: WD_HINTR_D

#### Year 1

<table>
<thead>
<tr>
<th>Semester 1 (Autumn)</th>
<th>Component Code</th>
<th>Semester 2 (Spring)</th>
<th>Component Code</th>
</tr>
</thead>
<tbody>
<tr>
<td>International Trade Finance 1</td>
<td>FINA 0038</td>
<td>International Trade Finance 2</td>
<td>FINA 0039</td>
</tr>
<tr>
<td>Law of International Trade 1</td>
<td>LAWH 0028</td>
<td>Law of International Trade 2</td>
<td>LAWH 0032</td>
</tr>
<tr>
<td>Private International Law 1</td>
<td>LAWH 0029</td>
<td>Private International Law 2</td>
<td>LAWH 0033</td>
</tr>
<tr>
<td>EU Constitutional Law</td>
<td>LAWH 0030</td>
<td>EU Commercial Law</td>
<td>LAWH 0034</td>
</tr>
<tr>
<td>Customs Law</td>
<td>LAWH 0031</td>
<td>Competition Law</td>
<td>LAWH 0027</td>
</tr>
<tr>
<td>Global Marketing</td>
<td>MARK 0074</td>
<td>International Trade Logistics</td>
<td>INTR 0008</td>
</tr>
</tbody>
</table>

### Module Descriptors

#### International Trade Finance 1

**5 ECTS**  
**Banner Code:** FINA 0038  
**CRN:** 65047  
**Level 7**  
**Assessment Method:** CA

**Description of Module / Aims**

Acquaint the student with the application of theory to the operational side of international business transactions.  

**Indicative Content**

- Circular Flow Model.  
- Comparative and Absolute Advantage.  
- Workings of ECB and Central Bank.  
- Quotas, Tariffs NTBs.  
- WTO Doha & Cancun Rounds, IMF.  
- EU and CAP.  
- Fair Trade Movement.

**Learning Outcomes**

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

1. Explain traditional trade theory.  
2. Understand Ireland’s economic growth in the context of trade and EU membership.  
3. Comprehend the role of the central bank and ECB in enabling trade.  
4. Be familiar with role and organisation of WTO, World Bank, IMF, EU.  
5. Have understanding of financial and economic effect of trade barriers.  
6. Discuss the effects of free or protectionist trade.

**Essential Materials**

- [www.ecb.int](http://www.ecb.int)  
- [www.europa.eu.int.euro](http://www.europa.eu.int.euro)  
- [www.fairtrade.co.uk](http://www.fairtrade.co.uk)  
- [www.wto.org](http://www.wto.org)  

**Supplementary Materials**

- The Economist Publications.

#### Law of International Trade 1

**5 ECTS**  
**Banner Code:** LAWH 0028  
**CRN:** 65044  
**Level 7**  
**Assessment Method:** EXAM

**Description of Module / Aims**

To enable students to acquire a broad understanding of the legal principles of the law governing aspects of international trade. To enable students to research information, analyse, apply and relate this knowledge and understanding to particular tasks set in an International trade context. To examine in outline the variety of practical, contractual and financial issues.
arising from the trading of goods across national frontiers and the legal principles surrounding such contracts. To examine a
variety of foreign market penetration agreements. To enable students to develop lifelong learning skills. To recognise, recall,
explain and analyse the basic principles of the law governing international trade; To demonstrate the ability to critically
analyse the substance and application of the basic principles of international trade To identify, locate and retrieve a range
of primary and secondary, legal and non-legal, paper and electronic sources dealing with the regulation of international trade;
To identify and analyse legal problems arising from the implementation of international trade conventions into national
settings To develop the skills necessary to carry out independent research, using a variety of sources (e.g. international legal
instruments, cases, journals, newspapers and electronic information sources); To manage time in order to prioritise and
achieve tasks either independently or with others.

Indicative Content
- International Trade Contracts.
- International Sale of goods contracts formation; terms, with particular reference to delivery terms; payment
obligations; invoicing and packing; performance; passing of ownership and risk; acceptance and rejection of goods;
sellers rights; frustration.
- International conventions particularly the terms of the Convention on the International Sale of Goods (The Vienna
Convention) and standardisation of terms in international sales for the sale of specific commodities.
- E-Commerce – contract formation, exclusions and evidentiary issues. A consideration of the Electronic Commerce
Act 2000 and the Regulations 2000/31/EC.
- Legal Aspects of Payment Arrangements.
- Bills of Exchange. Nature; definition, comparison with Convention, parties to bill, negotiation, types of endorsement,
noting, protesting.
- Guarantees: Background, characteristics, parties, on demand, Conditional, Rights of Guarantor.
- Letters of Credit. Background, parties, stages of a letter of credit transaction, strict compliance, autonomy, tender of
documents, short circuiting, fraud, Benefits, Varieties of letters of credit.
- Agency Agreements: Background, Self-employed commercial agents Regulations and Directive; rights and
obligations of the parties, exclusions, advantages and disadvantages.
- Distribution Agreements: Background, Types of distribution agreements, duties on parties, selection process,
benefits and disadvantages, standard clauses in distribution agreements.
- Licencing and Franchising Background, advantages and disadvantages, likely subject matter of licensing agreements,
standard clauses.
- Branch Office/Subsidiaries/Representative Offices: Legal nature & status of each category; contracts of employment
of persons engaged abroad; impact of foreign and domestic legislation.
- Joint marketing organisations Joint ventures and consortia: Characteristics, formation and examples.

Learning Outcomes
On successful completion of this module, a student will be able to:
1. To be able to identify the contracts, conventions and legal principles applicable to the international trading of goods;
2. To demonstrate the ability to identify what should be covered in the negotiating and drafting of sales, franchising,
agency, licensing and distribution agreements;
3. To identify the payment arrangement issues that may arise in the international trading of goods;
4. To demonstrate powers of application, analysis and evaluation; and
5. To show the attainment of considerable personal benefits, such as increased confidence, and self-esteem.

Essential Materials
- Murray, C., D. Holloway, D. Timson-Hunt and G. Dixon. Schmitthoff’s Export Trade: The Law and the Practice of

Supplementary Material
them to apply these principles to the resolution of legal problems which typically arise in an international business environment. To encourage critical evaluation and analysis of the key principles of private international law.

Indicative Content
- Principles of Private International Law
- Foreign Law
- Domicile
- Renvoi and The Incidental Question
- Choice of Law in Contract
- Choice of Law in Tort

Learning Outcomes
On successful completion of this module, a student will be able to:
1. Provide a clear and concise account of the key principles of private international law.
2. Demonstrate a good understanding and knowledge of the legal principles employed by Irish courts when dealing with cases involving a foreign system of law.
3. Apply their knowledge and understanding of these principles to the resolution of legal problems that typically arise in an international business environment.
4. Demonstrate their ability to analyse judicial and legislative modifications of the key principles of private international law.

Essential Materials

Supplementary Materials

EU Constitutional Law
5 ECTS
Banner Code: LAWH 0030
CRN: 65046
Level 7
Assessment Method: EXAM

Description of Module / Aims
Enable the student to acquire a clear understanding of the constitutional basis and legal sources of EU law. Enable the student to acquire knowledge and understanding of the principle institutions of the European Union which administer trade policy understanding of the enforcement of EU Law in the European courts and through the Institutions. Enable the students to analyse, apply and relate this knowledge and understanding legal/business issues that typically arise in a European trade environment.

Learning Outcomes
On successful completion of this module, a student will be able to:
1. Demonstrate a clear understanding of the constitutional basis and legal sources of EU law.
2. Demonstrate a clear understanding of the institutional structure of the EU.
3. Demonstrate a clear understanding of the enforcement of EU law by the European courts and the European Commission.
4. Apply and relate their knowledge and understanding of EU law to legal/business issues that typically arise in a European trade environment.
5. The student will have developed research and problem solving skills which facilitate independent study, appropriate to level 7 students.

Indicative Content
- The historical origins of the European Community and the evolution of the European Union.
- Legal sources of EU law.
- Institutional structures.
- Law making and democracy in the EU.
- Preliminary References/ Supremacy of EU Law/Doctrine of Direct Effect.
- Enforcement of EU law.

Essential Materials
- Lexus/Nexus database

Supplementary Materials
- Common Market Law Reports
- European Law Reports
- Financial Times
- Irish Times
- Journals

Customs Law | 5 ECTS | Banner Code: LAWH 0031 | CRN: 65049 | Level 7 | Assessment Method: EXAM

Description of Module / Aims
Enable the students to acquire knowledge and understanding of customs law and the internal market rules; Enable the students to acquire knowledge and understanding of some of the substantive legal and economic principles that underpin customs law and the internal market rules; Enable the students to acquire a knowledge and understanding of some of the substantive legal principles that underpin the European Internal Market and GATT; and Research information, analyse, apply and relate this knowledge and understanding to customs law tasks.

Indicative Content
- Introduction to Internal Market
- Article 25
- Article 90
- Article 28 & 30
- Community Customs Code
- Introduction to GATT, GATS & WTO

Learning Outcomes
On successful completion of this module, a student will be able to:
1. Demonstrate their knowledge and understanding of customs law and the internal market rules;
2. Demonstrate their knowledge and understanding of some of the substantive legal and economic principles that underpin customs law and internal market rules;
3. Demonstrate their knowledge and understanding of some of the substantive legal principles that underpin the European Internal Market and GATT; and
4. Research information, analyse and apply this knowledge and understanding to particular problems set in the context of customs law and the internal market.

Essential Materials
- "websites." Courts.ie
- "websites." Gatt webpage
- "websites." LexisNexis
- "websites." Oireachtas.ie
- "websites." Single Market webpage
- "websites." www.europea.eu.int
- "websites." www.revenue.ie/en/practitioner (Manuels on Taric, classification, Community Code and procedure for g
- European Law Reports.
- Official Journal of European Union.

Supplementary Materials
- Common Market Law Review.
- European Law Review.
Global Marketing  
**Banner Code:** MARK 0074  
**CRN:** 65048  
**Level:** 7  
**Assessment Method:** CA

**Description of Module / Aims**
Focus on the marketing process and environment for Irish and international companies engaging in global market activity.

**Indicative Content**
- Introduction to Marketing (Marketing Concept, STP, Positioning).
- Internationalisation Theories (Key Role of Global Marketing; Motives for Internationalisation).
- The Forces in the Marketing Environment (Political, Economic, Socio-cultural, Demographic, Technological).
- International Market Analysis and Selection.
- International Market Entry Strategies.
- Developing a Global Marketing Programme (Product/Brand, Price, Distribution and Marketing Communications).

**Learning Outcomes**
*On successful completion of this module, a student will be able to:*
1. Demonstrate understanding of the marketing concept.
2. Engage in critical analysis of the micro and macro environmental factors that affect business performance in international and global markets.
3. Assess the potential of international markets.
4. Develop the analytical skills required for international market selection.
5. Exhibit understanding of the various international market entry strategies for different companies and brands.
6. Develop a global marketing mix strategy, including product/brand management, pricing, channel selection and global marketing communications.

**Essential Materials**
- "websites." Bized, based in Hampshire, England offers a free education resource to students in all business disc
- "websites." Enterprise Ireland, The Market. This website from Enterprise Ireland features a publication which c

**Supplementary Materials**

International Trade Finance 2  
**Banner Code:** FINA 0039  
**CRN:** 65053  
**Level:** 7  
**Assessment Method:** CA

**Description of Module / Aims**
Develop the student's ability to apply theory to the operational side of international business transactions.

**Indicative Content**
- Exchange rate risk management techniques.
- Marine Cargo Insurance, Claims Procedures.
- Letters of Credit, Documentary Collections, Open Account, Mixed Payment Method.
- Certificates, Invoices & other documentary requirements.
- Supply chain management, third party logistics, integrators, export quoting.

**Learning Outcomes**
*On successful completion of this module, a student will be able to:*
1. Evaluate financial products available to manage exchange rate risk.
2. Understand the fundamentals of insurance when shipping.
3. Compare and contrast different export finance products.
4. Have clear understanding of export documentary requirements and their uses.
5. Identify factors that influence pricing of exports.
6. Discuss export logistic options available for business.

Essential Materials
- www.enterprise-ireland.com
- www.europa.eu.int.euro
- www.intracen.org
- www.irigov.ie/entemp/export/
- www.mkaccdb.eu.int

Supplementary Materials

| Law of International Trade 2 | 5 ECTS | Banner Code: LAWH 0032 | CRN: 65050 | Level 7 | Assessment Method: EXAM |

Description of Module / Aims
Survey the legal aspects of contracts for international carriage of goods by road, sea and air under Irish Law.

Indicative Content
- Transportation of Goods.
- Carriage of Goods by Air
- Air Navigation and Transport Acts and the implementation of international conventions. Scope of the conventions. Liability of air carriers for loss, damage to goods & delay; time limits.
- Carriage of Goods by Land.
- The CMR Convention and the International Carriage of Goods by Road Act 1990. Scope of application of the CMR; successive carriers; consignment notes; liability of the carrier; time limits.
- Container and Multimodal Transport.
- Legal problems; liability of the container operator.
- Carriage of Goods by Sea.
- Bills of Lading.
- Functions; evidentiary effect of materials regarding quantity, condition and makes; rights and liabilities of consignee/endorsee.
- The Merchant Shipping (liability of ship owners and others) Act 1996; historical background; scope of application; scope of application; interpretation of the Hague Visby Rules; careers duties and liabilities; careers immunities; Contracting out; limitation of liability; shippers duties and immunities; general average; status of terms not included in the rules.
- Bills of lading not governed by the Hague-Visby Rules; Bills of Lading and common law; ship owners’ immunities.
- Charter Parties.
- Nature and types in outline
- Insurance of Goods.
- Marine insurance; principles of marine insurance law; assignment; warranties on the part of the insured implied and express; liability of insurer.

Learning Outcomes
On successful completion of this module, a student will be able to:
1. Know generally the legal features of international transport contracts and the international conventions applicable thereto.
2. Understand the relationship between risk and insurance and the legal principles applicable to the insurance of goods with particular reference to marine insurance law and standard form policies.

Essential Materials
- http://www.forwarderlaw.com
- www.irishexportersassociation.ie

Supplementary Materials
- University Press.

Private International Law 2

<table>
<thead>
<tr>
<th>Private International Law 2</th>
<th>5 ECTS</th>
<th>Banner Code: LAWH 0033</th>
<th>CRN: 65051</th>
<th>Level 7</th>
<th>Assessment Method: EXAM</th>
</tr>
</thead>
</table>

Description of Module / Aims
To provide a clear and concise account of the legal principles employed by Irish courts when dealing with business problems involving a foreign system of law. To enable the student to interpret and analyse the key principles of private international law and to enable them to apply these principles to the resolution of legal problems which typically arise in an international business environment. To encourage critical evaluation and analysis of the key principles of private international law.

Indicative Content
- Choice of Law in Property
- Doctrine of Sovereign Immunity
- Jurisdiction
- Recognition and Enforcement of Foreign Judgments
- Arbitrations
- Corporations

Learning Outcomes
On successful completion of this module, a student will be able to:
1. Provide a clear and concise account of the key principles of private international law.
2. Demonstrate a good understanding and knowledge of the legal principles employed by Irish courts when dealing with cases involving a foreign system of law.
3. Apply their knowledge and understanding of these principles to the resolution of legal problems that typically arise in an international business environment.
4. Demonstrate their ability to analyse judicial and legislative modifications of the key principles of private international law.

Essential Materials

Supplementary Materials

EU Commercial Law

<table>
<thead>
<tr>
<th>EU Commercial Law</th>
<th>5 ECTS</th>
<th>Banner Code: LAWH 0034</th>
<th>CRN: 65052</th>
<th>Level 7</th>
<th>Assessment Method: EXAM</th>
</tr>
</thead>
</table>

Description of Module / Aims
Enable the students to acquire a knowledge and understanding of EU trade/commercial/development policies. Enable the student to acquire knowledge and understanding of the four freedoms. Enable the student to explore other substantive EU policies. Enable the student to analyse, apply and relate this knowledge and understanding to a typical European business environment.
Indicative Content
- Free Movement of Persons, Workers, Services and Capital.
- The right of establishment of corporate entities.
- Agriculture, fisheries, taxation, transport and energy policies.
- Rights and responsibilities of commercial agents.
- EU consumer policy.
- EU and world trade.
- EU and development co-operation.

Learning Outcomes
On successful completion of this module, a student will be able to:
1. Demonstrate a knowledge and understanding of the EU legal order.
2. Demonstrate a knowledge and understanding of the substantive EU policies and four freedoms.
3. Apply this knowledge to particular tasks which arise in a typical European trade/business environment.
4. Demonstrate research and problem solving skills which facilitate independent study, appropriate to level 7 student.

Essential Materials
- Lexus/Nexus database.

Supplementary Materials
- Common Market Law Reports.
- European Law Reports.
- Financial Times.
- Irish Times.
- Journals.

### Competition Law

<table>
<thead>
<tr>
<th>Competition Law</th>
<th>5 ECTS</th>
<th>Banner Code: LAWH 0027</th>
<th>CRN: 65043</th>
<th>Level 7</th>
<th>Assessment Method: CA</th>
</tr>
</thead>
</table>

Description of Module / Aims
Enable the students to acquire knowledge and understanding of Irish and European competition rules; enable the students to acquire knowledge and understanding of some of the substantive legal and economic principles that underpin Irish and European competition rules; and enable the students to research information, analyse, apply and relate this knowledge and understanding to competition tasks.

Indicative Content
- Introduction Competition Policy & Law
- Competition Act 2002
- Anti-competitive agreements, decisions and concerted practices
- Abuse of dominant position
- Cartel Immunity Programme
- Irish Criminal & Civil Law Cases relating to competition law
- Competition Act 2002
- Mergers & Acquisitions
- Non-notifiable mergers and acquisitions
- EC Competition Law - Anticompetitive Agreements - Art 81
- EC Competition Law - Abuse of Dominant Position - Art 82
- EC Competition Law - Mergers
- State monopolies
- State aids
- Harmonisation

Learning Outcomes
On successful completion of this module, a student will be able to:
1. Demonstrate their knowledge and understanding of Irish and European Competition rules;
2. Demonstrate their knowledge and understanding of some of the substantive legal and economic principles that underpin the rules of competition within a national and European context;
3. Research information, analyse and apply this knowledge and understanding to particular problems set in the context of competition with the Irish and European markets.

Essential Materials
- www.bailii.ie
- www.irish-law.org
- www.westlaw.ie
- Common Market Law Reports
- European Law Reports
- Law Reports
- LexisNexis Database. London: Butterworths
- Official Journal of European Union

| International Trade Logistics | 5 ECTS | Banner Code: INTR 0008 | CRN: 65054 | Level 7 | Assessment Method: CA |

Description of Module / Aims
Introduce students to the transport Method, customs, procedures and documentation used in international trade.

Indicative Content
- Current trends and concepts in Logistics.
- Mode selection, International Conventions and Agreements.
- Packaging and packing requirements.
- Road transportation including vehicle selection, tachograph /axle weight regulations documentation and cost & pricing.

Learning Outcomes
On successful completion of this module, a student will be able to:
1. Identify the most appropriate method for transporting and securing payment for goods traded internationally with an elementary knowledge of the documents, procedures and terms involved.

Essential Materials
- www.findlaw.com-ucp500
- www.iccwbo.org/home/statement_rules

Supplementary Material
Module Listing for Bachelor of Arts (Honours) in Psychology
Programme Code: WD_HPSYC_B

<table>
<thead>
<tr>
<th>Year 1</th>
<th>Semester 1 (Autumn)</th>
<th>Component Code</th>
<th>Semester 2 (Spring)</th>
<th>Component Code</th>
</tr>
</thead>
<tbody>
<tr>
<td>Critical &amp; Creative Thinking</td>
<td>COMH 0030</td>
<td>Developmental Psychology</td>
<td>PSYC 0060</td>
<td></td>
</tr>
<tr>
<td>History of Psychology</td>
<td>PSYC 0058</td>
<td>Introduction to Biological Psychology</td>
<td>PSYC 0104</td>
<td></td>
</tr>
<tr>
<td>Introduction to Psychology</td>
<td>PSYC 0103</td>
<td>Introduction to Cognition &amp; Perception</td>
<td>PSYC 0105</td>
<td></td>
</tr>
<tr>
<td>Introduction to Statistical Analysis &amp; Design</td>
<td>STAT 0037</td>
<td>Introduction to Research Method</td>
<td>RESA 0078</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Year 2</th>
<th>Semester 3 (Autumn)</th>
<th>Component Code</th>
<th>Semester 4 (Spring)</th>
<th>Component Code</th>
</tr>
</thead>
<tbody>
<tr>
<td>Applied Research Method</td>
<td>RESA 0116</td>
<td>Psychological Laboratories</td>
<td>PSYC 0110</td>
<td></td>
</tr>
<tr>
<td>Advanced Cognitive Psychology</td>
<td>PSYC 0106</td>
<td>Abnormal Psychology</td>
<td>PSYC 0081</td>
<td></td>
</tr>
<tr>
<td>Individual Differences</td>
<td>PSYC 0107</td>
<td>Introduction to Social Psychology</td>
<td>PSYC 0109</td>
<td></td>
</tr>
<tr>
<td>Introduction to Statistical Analysis &amp; Design</td>
<td>STAT 0038</td>
<td>Advanced Statistical Analysis &amp; Design</td>
<td>STAT 0039</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Year 3</th>
<th>Semester 5 (Autumn)</th>
<th>Component Code</th>
<th>Semester 6 (Spring)</th>
<th>Component Code</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dissertation (Psychology 1)</td>
<td>DISS 0074</td>
<td>Dissertation (Psychology 2)</td>
<td>DISS 0058</td>
<td></td>
</tr>
<tr>
<td>Advanced Social Psychology</td>
<td>PSYC 0111</td>
<td>Counselling Psychology</td>
<td>PSYC 0094</td>
<td></td>
</tr>
<tr>
<td>Psychology &amp; Crime</td>
<td>PSYC 0112</td>
<td>Organisational Psychology</td>
<td>PSYC 0095</td>
<td></td>
</tr>
<tr>
<td>Clinical &amp; Exp Neurop</td>
<td>PSYC 0140</td>
<td>Health Psychology</td>
<td>PSYC 0113</td>
<td></td>
</tr>
</tbody>
</table>

Module Descriptors

| Critical & Creative Thinking | 5 ECTS | Banner Code: COMH 0030 | CRN: 67767 | Level 8 | Assessment Method: CA |

Description of Module / Aims
To significantly enhance the learner’s ability to think in a critical manner. Particular focus will be placed upon improving each student’s skills of argument and also their comprehension and writing skills.

Indicative Content
Autonomous Learning:
- Defining autonomous learning
- Student / lecturer roles
- Critical reflection
- Library skills

Critical Thinking:
- Critical Reading
- Critical Writing
- Critical Thinking
- Critical Analysis and Evaluation

Writing skills:
- Grammatical rules
- Punctuation
- Referencing
- Paraphrasing
- Plagiarism

Argument:
- Composing an argument
- Evaluating and analysing an argument
- Identifying fallacies in argument and flawed reasoning
- Structuring an argumentative essay

Creative Thinking:
- Imagination: its use
• Creativity: what is it?
• Thinking outside the box
• Thinking and dreaming

Learning Outcomes
On successful completion of this module, a student will be able to:
1. Be self-motivated and autonomous learners;
2. Be able to compose, present and critique arguments;
3. Effectively analyse and evaluate information;
4. Structure an argumentative essay;
5. Begin to think imaginatively and creatively.

Essential Materials
• www.apa.org
• www.criticalthinking.org
• www.iws.cccd.edu/jmiller
• www.skills4study.com

Supplementary Materials
• Bickenbach, J.E., & Davies, J.M. (1997) Good reasons for better arguments - an introduction to the basic skills and values of critical thinking. Peterborough, Ont.: Broadview.

| History of Psychology | 5 ECTS | Banner Code: PSYC 0058 | CRN: 67759 | Level 8 | Assessment Method: CA |

Description of Module / Aims
Introduce students to the historical and philosophical origins of psychological thought and research Highlight significant contributions in the psychology time line. Provide an overview of the key people and ideas that shape modern psychology

Indicative Content
• Introduction and Overview
• Descartes and the Beginnings of Modern Psychology
• Nativism and Empiricism
• Study of Sensation and Perception
• Phrenology and the Brain Scientists
• Willhelm Wundt and Experimental Psychology
• Galton and the Psychology of Individual Differences
• Psychology and Behaviourism
• Hypnosis and the Psychology of Social Influence
• Freud and Psychoanalysis
• Beginnings of Cognitive Psychology
• Conclusion/Recap

Learning Outcomes
On successful completion of this module, a student will be able to:
1. Trace the development of psychological thought and approaches from the 17th Century to modern psychological concepts
2. Demonstrate an understanding of the historical and philosophical underpinnings of modern psychology
3. Identify the key people and ideas that shape modern psychological concepts and ideas.

Essential Materials
• http://academic.udayton.edu/gregelvers/hop/welcome.asp
• http://www.psychology.org/links/People_and_History/
• www.interscience.wiley.com/jpages
• www.sciencedirect.com
Supplementary Materials


| Introduction to Psychology | 5 ECTS | Banner Code: PSYC 0103 | CRN: 76211 | Level 8 | Assessment Method: EXAM |

Description of Module / Aims

Develop an appreciation of how psychology can be used to understand human behaviour Introduce students to the main theories, concepts and ideas used within psychology. Provide an overview of the different areas of psychology and their relationship to human behaviour

Indicative Content

- Introduction and Overview
- Psychological Perspectives
- Sensation and Perception
- Motivation and Emotion
- Learning and Memory
- States of Consciousness
- Sexuality and Gender
- Personality
- Intelligence
- Current Controversies and Debates in Psychology
- Conclusion/Recap

Learning Outcomes

On successful completion of this module, a student will be able to:
1. Explain how psychology can be used to understand human behaviour.
2. Describe the various factors which influence human behaviour.
3. Demonstrate an understanding of the different areas of psychology and their relationship to human behaviour.

Essential Materials

- http://psychology.about.com/
- www.interscience.wiley.com/jpages
- www.sciencedirect.com

Supplementary Materials


| Introduction to Statistical Analysis & Design | 5 ECTS | Banner Code: STAT 0037 | CRN: 76215 | Level 8 | Assessment Method: EXAM |

Description of Module / Aims

Introduce the student to the main quantitative research Method, designs and ethical principles used by psychologists Provide the student with a global framework to understanding independent and within group designs Describe and Explore Data Describe the Normal Distribution Introduce basic concepts in probability, Sampling distributions and Hypothesis Testing

Indicative Content

- Introduction to basic concepts in Quantitative Statistics
- Research Method used by psychologists
- Research Designs used by psychologists
- Ethics
- Describing and Exploring Data using graphs
- Describing and Exploring Data: measures of central tendency and variation I
• Describing and Exploring Data: measures of central tendency and variation II
• Normal Distribution
• Probability
• Introduction to Sampling distributions
• Introduction to Hypothesis Testing
• Review: Putting it altogether Analysis and Design

Learning Outcomes
On successful completion of this module, a student will be able to:
1. Critically consider the goals and ethical principles of the scientific method
2. Formulate an independent group design and a within subjects design
3. Demonstrate an understanding of basic descriptive statistics including measures of central tendency and variation
4. Identify the main properties of a normal distribution
5. Demonstrate an understanding of the basic concepts and assumptions of probability, sampling distributions and hypothesis testing

Essential Materials
• www.bmj.com/collections/statsbk/


Description of Module / Aims
Introduce students to the different research Method used in psychology. Explore the advantages and disadvantages of quantitative and qualitative research methodologies. Examine the steps involved in identifying an appropriate research methodology. Familiarise students with the different Method of collecting and analysing data

Indicative Content
• Introduction /Overview
• Quantitative methodological approaches: positivism and the scientific method.
• Qualitative methodological approaches: interpretivism and phenomenology
• Data collection techniques using quantitative Method: Descriptive, observation, experimental surveys, experimental. quasi experimental
• Data collection techniques using qualitative Method: Interviewing, Case study, focus group, grounded theory, interpretative phenomenological techniques, narrative psychology
• Issues in selection of appropriate methodologies: sample criteria and ethical design
• Computer software and support for quantitative and qualitative techniques and mixed Method approach to psychological research SPSS, ENVIVO.
• Review and Recap

Learning Outcomes
On successful completion of this module, a student will be able to:
1. Describe the different types of quantitative and qualitative Method used in psychological research
2. Identify the advantages and disadvantages associated with different research methodologies
3. Demonstrate an understanding of the issues involved in choosing an appropriate research method
4. Display a knowledge of the different Method of analysing research data

Essential Materials
• http://psy1.clarion.edu/mm/General/Method/Method.html
• www.interscience.wiley.com/jpages
• www.sciencedirect.com

Supplementary Materials

### Advanced Cognitive Psychology

| 5 ECTS | Banner Code: PSYC 0106 | CRN: 76228 | Level 8 | Assessment Method: EXAM |

**Description of Module / Aims**

Provide in-depth review of key concepts, theories and findings in selected areas of human cognition. Critically consider the range of Method that can be used to study cognitive processes. Evaluate key factors that influence human cognition.

**Indicative Content**

- Introduction to the main approaches in Cognitive Psychology
- Perception and Attention
- Long-Term Memory
- Working Memory
- Executive Processes
- Emotion and Cognition
- Problem-Solving, Reasoning and Expertise; Concepts and Categories
- Decision-Making and Judgement
- Mental Imagery
- Language and Cognition
- Creativity
- Review: Putting it altogether Approaches and Method in Cognitive Psychology

**Learning Outcomes**

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

1. Critically evaluate theoretical approaches used to study human cognition.
2. Critically consider the range of Method used to study cognitive processes and their limitations.
3. Discuss and analyze key empirical research on human cognition.
4. Analyze key factors that influence human cognition.

**Essential Materials**

- [www.ted.com](http://www.ted.com) see tutorials for details; see lectures for details and moodle for articles.

### Individual Differences

| 5 ECTS | Banner Code: PSYC 0107 | CRN: 76232 | Level 8 | Assessment Method: CA |

**Description of Module / Aims**

Provide a comprehensive understanding of the theories of personality and intelligence, their measurement and assessment, and an understanding of the general issues in psychometrics.

**Indicative Content**

- Introduction to Personality
- Psychodynamic Theories
- Learning Theories
- Cognitive Theories
- Humanistic Theories
- Trait Theories
- Biological Theories
- Introduction to Intelligence
- Historical Theories of Intelligence
- Psychometric Theories of Intelligence
- Cognitive Theories of Intelligence
- Debates and Controversies in Intelligence
• Applied Individual Differences
• Assessment and Measurement of Individual Differences

**Learning Outcomes**

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

1. An in-depth knowledge of historical and current personality theories.
2. An in-depth knowledge of historical and current intelligence theories.
3. An understanding of applied individual differences.
4. A knowledge and awareness of the key techniques of psychometrics.

**Essential Materials**

- [http://www.issid.org/issid.html](http://www.issid.org/issid.html)
- [www.interscience.wiley.com/ipages](http://www.interscience.wiley.com/ipages)
- [www.sciencedirect.com](http://www.sciencedirect.com)

**Supplementary Materials**


<table>
<thead>
<tr>
<th>Introduction to Statistical Analysis &amp; Design</th>
<th>5 ECTS</th>
<th>Banner Code: STAT 0038</th>
<th>CRN: 76236</th>
<th>Level 8</th>
<th>Assessment Method: EXAM</th>
</tr>
</thead>
</table>

**Description of Module / Aims**

Introduce the student to the main quantitative research Method, designs and ethical principles used by psychologists. Provide the student with a global framework to understanding independent and within group designs. Describe and Explore Data Describe the Normal Distribution. Introduce basic concepts in probability, Sampling distributions and Hypothesis Testing.

**Indicative Content**

- Introduction to basic concepts in Quantitative Statistics
- Research Method used by psychologists
- Research Designs used by psychologists
- Ethics
- Describing and Exploring Data using graphs
- Describing and Exploring Data: measures of central tendency and variation I
- Describing and Exploring Data: measures of central tendency and variation II
- Normal Distribution
- Probability
- Introduction to Sampling distributions
- Introduction to Hypothesis Testing
- Review: Putting it altogether Analysis and Design

**Learning Outcomes**

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

1. Critically consider the goals and ethical principles of the scientific method
2. Formulate an independent group design and a within subjects design
3. Demonstrate an understanding of basic descriptive statistics including measures of central tendency and variation
4. Identify the main properties of a normal distribution
5. Demonstrate an understanding of the basic concepts and assumptions of probability, sampling distributions and hypothesis testing

**Essential Materials**
Waterford Institute of Technology
School of Humanities
Exchange Programme Module Listing

- www.bmj.com/collections/statsbk/; see lectures for details

<table>
<thead>
<tr>
<th>Dissertation Psychology 1</th>
<th>5 ECTS</th>
<th>Banner Code: DISS 0074</th>
<th>CRN: 79825</th>
<th>Level 8</th>
<th>Assessment Method: CA</th>
</tr>
</thead>
</table>

Description of Module / Aims
Designing an independent research project. Identifying and developing a feasible research question. Identifying the most appropriate research methodology for the research question and data type(s) chosen. Ethical considerations in the design of the research project. Successfully making a proposal to the department ethics committee.

Learning Outcomes
On successful completion of this module, a student will be able to:
1. Formulate a clear research question.
2. Identify the most appropriate research methodology for the research question and data type(s) chosen.
3. Identify ethical concerns in the research project and effectively address these ethical issues.
4. Prepare an ethics application and proposal in line with APA standards.
5. Complete a well-written, structured and referenced literature review and methodology chapter.

Essential Materials
- www.aapsych.com/researchMethod
- www.interscience.wiley.com/jpages
- www.Method.fullerton.edu
- www.researchMethodinpsychology.com
- www.sciencedirect.com

Supplementary Materials

<table>
<thead>
<tr>
<th>Advanced Social Psychology</th>
<th>5 ECTS</th>
<th>Banner Code: PSYC 0111</th>
<th>CRN: 76260</th>
<th>Level 8</th>
<th>Assessment Method: EXAM</th>
</tr>
</thead>
</table>

Description of Module / Aims
Build on and further develop students' understanding of the main theoretical frameworks used in social psychology. Demonstrate the importance of social norms in influencing how we think, feel and act towards ourselves and other people. Demonstrate the reciprocal interaction between social factors, cognitions and behaviour. Provide students with a critical understanding of how social factors influence real world phenomena and concerns.

Indicative Content
- Introduction and Overview
- Development of Self and Identity
- Social Cognition
- Attribution
- Cognitive Dissonance
• Attitudes and Behaviour
• Persuasion and Attitude Change
• Leadership and Decision Making
• Cultural Influences
• Intergroup behaviour
• Conflict and mediation
• Conclusion/Recap

Learning Outcomes
On successful completion of this module, a student will be able to:
1. Evaluate the main theoretical frameworks used in social psychology.
2. Critically discuss the complex relationship between social factors, human behaviour and cognitions.
3. Analyse the social factors influencing real world phenomena and concerns.

Essential Materials
• http://facultystaff.richmond.edu/allison/glossary.html
• http://soclab.wadsworth.com/
• www.interscience.wiley.com/jpages
• www.sciencedirect.com
• www.socialpsychology.org

Supplementary Materials

Psychology & Crime

| 5 ECTS | Banner Code: PSYC 0112 | CRN: 76264 | Level 8 | Assessment Method: EXAM |

Description of Module / Aims
Introduce key approaches, concepts and techniques in criminological/forensic psychology. Evaluate and situate the role of psychology in understanding the factors that influence criminal behaviour. Critically consider key approaches to understanding crime.

Indicative Content
• Introduction and Overview
• Theories of Crime
• Psychology in the Courtroom
• Offender Profiling
• Violent Crime
• Sexual Crimes
• Psychology and Prison
• Mental Illness and Crime
• Victims of Crime
• Fear of Crime
• Conclusion/Recap

Learning Outcomes
On successful completion of this module, a student will be able to:
1. Understand key concepts, ideas and theories in criminological/forensic psychology.
2. Appreciate the role of psychology in understanding criminal behaviour.
3. Assess the usefulness of psychological approaches to understanding crime.

Essential Materials
http://www.apa.org/monitor/julaug03/prisontoc.html
http://www.csom.org/train/etiology/overview/content.htm
http://www.liv.ac.uk/Psychology/ccir/op.html
http://www.prisonexp.org/
www.interscience.wiley.com/jpages
www.sciencedirect.com


Supplementary Materials

Clinical & Exp Neuropathy
5 ECTS
Banner Code: PSYC 0140
CRN: 83800
Level 8
Assessment Method: EXAM

Description of Module / Aims

Indicative Content
- Introduction to Neuropsychology
- Organisation of the Nervous System
- Cortical Organisation and Cerebral Asymmetry
- Method of Brain Imaging
- Cortical Function: Frontal Lobes
- Cortical Function: Parietal Lobes
- Cortical Function: Occipital Lobes
- Cortical Function: Temporal Lobes
- Developmental and Neurological Disorders
- Plasticity, Recovery and Rehabilitation
- Neuropsychological Assessment
- Review: Putting it altogether Neurological Assessment and Rehabilitation

Learning Outcomes
On successful completion of this module, a student will be able to:
1. Describe the human neuroanatomy relevant to various neuropsychological disorders
2. Identify and evaluate the types of neuropsychological deficit seen after lesion of a diverse range of brain regions
3. Discuss and evaluate the various Method used to investigate the brain
4. Describe the purpose of neuropsychological assessment, and review potential pitfalls in interpreting assessment data
5. Evaluate principles of assessment, rehabilitation and plasticity

Essential Materials
www.ted.com see tutorials for details; see lectures for details and moodle for articles.

Developmental Psychology
5 ECTS
Banner Code: PSYC 0060
CRN: 67799
Level 8
Assessment Method: CA

Description of Module / Aims
Introduce students to the main theories, Method and concepts used to understand human development. Provide students with an understanding of the main developmental tasks facing humans at different stages of the lifespan. Demonstrate the
processes involved in psychological growth and change. Illustrate the social, emotional, cognitive and behavioural factors influencing development throughout the lifespan.

**Indicative Content**
- Introduction and Overview
- Theories of Human Development
- Prenatal Development
- Physical Development in Infancy and Early Childhood
- Cognitive Development in Childhood
- Development of Language, Self and Social Cognition
- Attachment
- Development of Gender
- Disorders of Childhood
- Adolescence
- Adulthood and Old Age
- Conclusion/Recap

**Learning Outcomes**

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

1. Demonstrate an understanding of developmental psychology theories, methodologies and research.
2. Be able to situate each stage of development in the context of the lifespan of the individual.
3. Evaluate theories of lifespan development and their application in an applied setting.

**Essential Materials**
- [http://psychology.about.com/od/developmentalpsychology/Development_Psychology.htm](http://psychology.about.com/od/developmentalpsychology/Development_Psychology.htm)
- [www.interscience.wiley.com/jpages](http://www.interscience.wiley.com/jpages)
- [www.sciencedirect.com](http://www.sciencedirect.com)

**Supplementary Materials**

<table>
<thead>
<tr>
<th>Introduction to Biological Psychology</th>
<th>5 ECTS</th>
<th>Banner Code: PSYC 010</th>
<th>CRN: 76219</th>
<th>Level 8</th>
<th>Assessment Method: EXAM</th>
</tr>
</thead>
</table>

**Description of Module / Aims**

Provide a general introduction to the study of biological psychology from a number of perspectives: physiological, ontogenetic, evolutionary and functional approaches. Discuss the role of genetics and evolution in human cognition and behaviour. Evaluate the role of the central, autonomic nervous and endocrine systems in mediating the relationship between stress and illness. Explore the methodological and conceptual basis of psychopharmacology. Provide a foundational knowledge in neuroanatomy and neurological disorders, and outline key neural structures involved in perception, memory, language, emotion and consciousness.

**Indicative Content**

- Introduction to Biological Psychology
- Genetics, Physiological and Evolutionary Psychology
- The Nervous System, neurons & neurotransmitters
- Organisation of the Nervous System & hemispheric function
Stress, Anxiety and Emotion
- Sleep, arousal and biological rhythms
- Motivation
- Drugs, Addiction and Reward
- Learning and Memory
- Perception: Visual, Auditory, Spatial
- Language
- Review: Putting it altogether Special Topics: Nature Nurture Debate, Biological basis of Cognitive Function and/or Psychological Disorder

**Learning Outcomes**

*On successful completion of this module, a student will be able to:*
1. Demonstrate an understanding of the key concepts, theories and perspectives in biological psychology
2. Critically evaluate key influencing factors on human cognition and behaviour
3. Describe how the central, autonomic nervous and endocrine systems are involved in key psychological processes
4. Identify main structures within the brain and central nervous system and relate their function to key psychological processes.

**Essential Materials**
- [http://faculty.washington.edu/chudler/introb.html](http://faculty.washington.edu/chudler/introb.html)
- [www.med.harvard.edu](http://www.med.harvard.edu)
- [www.stanford.edu/group/hopes/basics/braintut/](http://www.stanford.edu/group/hopes/basics/braintut/)
- [www.ted.com](http://www.ted.com); [http://cajal.com/docs/nbuttons.htm](http://cajal.com/docs/nbuttons.htm)

<table>
<thead>
<tr>
<th>Introduction to Cognition &amp; Perception</th>
<th>5 ECTS</th>
<th>Banner Code: PSYC 0105</th>
<th>CRN: 76224</th>
<th>Level 8</th>
<th>Assessment Method: EXAM</th>
</tr>
</thead>
</table>

**Description of Module / Aims**

Develop an understanding of the basic principles and areas in cognitive psychology. Provide an understanding of the basic principles and areas in the psychology of perception. Evaluate the link between perception and cognition.

**Indicative Content**
- Introduction to Cognition & Perception
- Attention
- Memory
- Mental Imagery
- Concept Formation
- Problem Solving, Reasoning & Decision-making
- Vision and Colour Perception
- Chemical senses
- Depth Perception
- Form & Object Perception
- Hearing
- Review: Putting it altogether Cognition & Perception: Language and thought

**Learning Outcomes**

*On successful completion of this module, a student will be able to:*
1. Demonstrate an understanding of the principles of cognitive psychology
2. Describe and evaluate the application of cognitive psychology to everyday reasoning and problem-solving
3. Demonstrate an understanding of the different modes of perception.
4. Differentiate between sensation, perception and attention.
5. Critically evaluate the link between cognition and perception

**Essential Materials**
- [http://psych.hanover.edu/Krantz/](http://psych.hanover.edu/Krantz/)
- [www.magiceye.com](http://www.magiceye.com)
- [www.pbs.org](http://www.pbs.org) see lectures for details and moodle for articles.
### Introduction to Research Method

<table>
<thead>
<tr>
<th>ECTS</th>
<th>Banner Code</th>
<th>CRN</th>
<th>Level</th>
<th>Assessment Method</th>
</tr>
</thead>
<tbody>
<tr>
<td>5</td>
<td>RESA 0078</td>
<td>67807</td>
<td>8</td>
<td>CA</td>
</tr>
</tbody>
</table>

**Description of Module / Aims**
To introduce learners to the idea of research and its various Method

**Indicative Content**
- Importance of research in learning
- Introduction to key research terms and concepts
- Qualitative and quantitative research
- Primary Research: Various Method
- Secondary Research selection
- Ethics in research
- Generating research ideas
- Research questions and hypotheses
- Referencing: various forms of referencing appropriate to the different disciplines will be studied e.g. Harvard etc.
- Reading research
- Structuring a research essay
- The literature review
- Presenting research findings
- Research and ICT

**Learning Outcomes**
*On successful completion of this module, a student will be able to:*
1. Appreciate the importance of research in learning;
2. Understand key research terms and concepts;
3. Discuss basic research Method;
4. Know how to reference sources accurately;
5. Read research presentations and understand how a research essay is structured; and
6. Use basic ICT applications in research.

**Essential Materials**
- [www.owl.english.purdue.edu](http://www.owl.english.purdue.edu)
- [www.palgrave.com/skils4study/research](http://www.palgrave.com/skils4study/research)

**Supplementary Materials**

### Psychological Laboratories

<table>
<thead>
<tr>
<th>ECTS</th>
<th>Banner Code</th>
<th>CRN</th>
<th>Level</th>
<th>Assessment Method</th>
</tr>
</thead>
<tbody>
<tr>
<td>5</td>
<td>PSYC 0110</td>
<td>76256</td>
<td>8</td>
<td>CA</td>
</tr>
</tbody>
</table>
Description of Module / Aims
Introduce the practical steps involved in designing, conducting and collecting data in psychology research. Provide the student with the skills to design research studies, operationally define research hypotheses and collect data. Develop the students’ ability to conduct and report research studies.

Indicative Content
- Introduction and Overview
- Research Process and Ethics
- Writing Quantitative Reports
- Testing Personality/Attitudes
- Hemisphere Asymmetry
- Eye-Witness Testimony
- Advertising Claims
- Fundamental Attribution Error
- Writing Qualitative Reports
- Social Norms
- Developing Research Proposals
- Conclusion/Recap

Learning Outcomes
On successful completion of this module, a student will be able to:
1. Understand the steps involved in conducting research.
2. Appreciate the importance of research for furthering psychological knowledge.
3. Develop and test research hypotheses.
4. Write up research reports.

Essential Materials
- http://psychology.about.com/od/researchMethod/Psychology_Research_Method.htm
- http://www.lib.uwaterloo.ca/discipline/psyc/doing_research.html
- www.interscience.wiley.com/jpages
- www.sciencedirect.com

Supplementary Materials

Abnormal Psychology 5 ECTS Banner Code: PSYC 0081 CRN: 73018 Level 8 Assessment Method: CA

Description of Module / Aims
Introduce students to the main theoretical perspectives in the area of abnormal psychology. Provide a broad overview of the major abnormal psychological disorders. Develop an understanding of the risk factors and possible causes associated with psychological disorders. Describe the main treatment approaches used to treat these disorders.

Indicative Content
- Introduction and Overview
- Causes of Abnormality
- Classification and Assessment
- Treatment
- Mood Disorders
- Anxiety Disorders
- Schizophrenic Disorders
- Personality Disorders
- Dissociative and Somatoform Disorders
- Eating and Substance Use Disorders
• Dementia, Delirium and Amnestic Disorders  
• Conclusion/Recap

**Learning Outcomes**

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

1. Demonstrate an understanding of major psychological disorders and treatment approaches.  
2. Display an appreciation of the possible causes of psychological disorders.  
3. Evaluate theories of psychological disorder and their application in applied settings.  
4. Be able to compare and evaluate different theoretical approaches to the treatment of psychological disorders.

**Essential Materials**

- [http://www.apa.org/topics/recover.html](http://www.apa.org/topics/recover.html)  
- [www.interscience.wiley.com/jpages](http://www.interscience.wiley.com/jpages)  
- [www.sciencedirect.com](http://www.sciencedirect.com)  

**Supplementary Materials**


**Introduction to Social Psychology**  
5 ECTS  
Banner Code: PSYC 0109  
CRN: 76248  
Level 8  
Assessment Method: EXAM

**Description of Module / Aims**

Introduce students to the main concepts and ideas in social psychology and develop their ability to apply these ideas to modern social issues.

**Indicative Content**

- Introduction and Overview  
- The Self-Concept  
- Social Perception  
- Group Influences  
- Conformity, Authority and Obedience  
- Prejudice and Discrimination  
- Aggression  
- Prosocial Behaviour  
- Attraction  
- Close Relationships  
- Applied Social Psychology

**Learning Outcomes**

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

1. Display an understanding of the key concepts, ideas and theories in social psychology.  
2. Appreciate the influence of social and cultural influences on human behaviour.  
3. Critically evaluate the influence of the social environment.

**Essential Materials**

- [http://facultystaff.richmond.edu/~allison/glossary.html](http://facultystaff.richmond.edu/~allison/glossary.html)  
- [http://www.prisonexp.org/](http://www.prisonexp.org/)  
- [http://www.understandingprejudice.org/](http://www.understandingprejudice.org/)  
- [www.interscience.wiley.com/jpages](http://www.interscience.wiley.com/jpages)  
- [www.sciencedirect.com](http://www.sciencedirect.com)  
- [www.socialpsychology.org](http://www.socialpsychology.org)

**Supplementary Materials**

### Advanced Statistical Analysis & Design

| Advanced Statistical Analysis & Design | 5 ECTS | Banner Code: STAT 0039 | CRN: 76252 | Level 8 | Assessment Method: CA |

**Description of Module / Aims**

Provide students with an advanced understanding of correlational design through the application of simple and multiple linear regression. Advance the student's understanding of complex designs and parametric analyses through the application of ANOVA, ANCOVA, Factorial ANOVA, Repeated Measures and Mixed Design. Introduce Non-Parametric techniques and analyses.

**Indicative Content**
- Correlation and Simple Linear Regression
- Multiple Regression: Basics
- Multiple Regression: Testing Assumptions; Outliers and Residuals
- Multiple Regression: Testing Assumptions; Multicollinearity; Homoscedasticity
- ANOVA: comparing several means
- ANCOVA
- Factorial ANOVA and post hoc analysis
- Repeated Measures; Effect Sizes; Post Hoc Test & Contrasts
- Mixed Design; Interactions and Effect Sizes
- Non-Parametric Tests; Independent
- Non-Parametric Tests: Related
- Review: Putting it altogether Regression & ANOVA

**Learning Outcomes**

**On successful completion of this module, a student will be able to:**
1. Use a simple and multiple linear regression in SPSS and test assumptions
2. Carry out appropriate Analysis of Variance in SPSS and interpret the findings
3. Choose an appropriate non-parametric technique and interpret output
4. Produce psychological reports in a journal article style

**Essential Materials**
- www.bmj.com/collections/statsbk/ see lectures for details and Moodle for articles and SPSS help files.

### Dissertation (Psychology 2)

| Dissertation (Psychology 2) | 5 ECTS | Banner Code: DISS 0058 | CRN: 73236 | Level 8 | Assessment Method: CA |

**Description of Module / Aims**

Provide students with guidance on: Identifying and accessing a research sample. Data collection. Data Analysis. Writing a research report.

**Learning Outcomes**

**On successful completion of this module, a student will be able to:**
1. Critically evaluate the research literature in their chosen area
2. Collect and analyse data from an identified sample
3. Critically evaluate own research findings
4. Demonstrate insight and evaluation of study limitations

Essential Materials

- www.aapsych.com/researchMethod
- www.interscience.wiley.com/pages
- www.Method.fullerton.edu
- www.researchMethodinpsychology.com
- www.sciencedirect.com

Supplementary Materials


| Counselling Psychology | 5 ECTS | Banner Code: PSYC 0094 | CRN: 73240 | Level 8 | Assessment Method: EXAM |

Description of Module / Aims

Introduce key approaches, concepts and techniques in counselling psychology. Evaluate various theoretical approaches in counselling psychology. Critically consider key approaches to understanding and treating psychological disorders.

Indicative Content

- Introduction and Overview
- Definitions and concepts
- Behavioural Approaches
- Cognitive-Behavioural Approaches
- Psychodynamic Approaches
- Humanistic/Phenomenological Approaches
- Contexts in Counselling Psychology
- Issues in Counselling Psychology
- Professional and Ethical Issues
- Research Paradigms and Counselling Psychology
- Evaluation of Counselling Psychology Interventions
- Conclusion/Recap

Learning Outcomes

On successful completion of this module, a student will be able to:
1. Discuss the relevance of psychology to counselling.
2. Compare and critique various theoretical approaches used in counselling psychology.
3. Discuss the value of different theoretical approaches for different psychological problems.

Essential Materials

- www.bacp.co.uk
- www.bapca.org.uk
- www.counselling.co.uk
- www.counsellingandtherapyinformation.com
- www.irish-counselling.ie
- www.ncii.ie
- www.psychotherapy-ireland.com

Supplementary Materials
• Counselling Psychology Review Published by The Division of Counselling Psychology BPS.
• The Journal of The British Association for Counselling.
• The Journal of the Irish Association for Counselling and Psychotherapy.

Organisational Psychology | 5 ECTS | Banner Code: PSYC 0095 | CRN: 73232 | Level 8 | Assessment Method: EXAM

Description of Module / Aims
Introduce organisational psychology and to develop an understanding and appreciation of relevant concepts, theories and Method.

Indicative Content
• Introduction to Organisational Psychology
• Leadership and Management
• Perception and cognition at work
• Job Design and Redesign
• Team Formation and Structure
• Employee Satisfaction and Commitment
• Organisational Motivation
• Organisational Structure and Culture
• Organisational Communication and Conflict
• Organisational Stress and Employee Wellbeing
• Organisational Learning
• Organisational Diversity and flexibility
• Organisational Power and Politics
• Organisational Change and Development

Learning Outcomes
On successful completion of this module, a student will be able to:
1. Appreciate the unique contribution of behavioural science to understanding human behaviour in the work context.
2. Describe the complexities that can arise in a workplace and detail factors relevant to their management.
3. Demonstrate a practical knowledge about oneself and about organisations and their dynamics.
4. Provide opportunities to acquire in-depth knowledge about selected psychological processes relevant to the world of work.

Essential Materials
• www.eawop.org
• www.siop.org see tutorials for details; see lectures for details and moodle for articles.

Supplementary Materials

Health Psychology | 5 ECTS | Banner Code: PSYC 0113 | CRN: 76268 | Level 8 | Assessment Method: CA
Description of Module / Aims
Consider the biological, social and cultural factors that contribute to illness and health behaviour. Provide advanced knowledge in psychoneuroimmunology (PNI). Introduce key approaches and techniques in the study of stress, addictive and risky behaviours. Critically consider behaviour modification and health promotion.

Indicative Content
- Introduction to Health Psychology
- Psychoneuroimmunology
- Health Beliefs and Illness Cognitions
- Doctor-Patient Communication
- Treatment & Compliance
- Placebo Effect
- Stress
- Psychosomatic Illness
- Chronic Illness
- Addictions, Obesity & Eating Disorders
- Risky Behaviours
- Behaviour Modification and Health Promotion

Learning Outcomes
On successful completion of this module, a student will be able to:
1. Critically evaluate the biological, social and cultural factors that affect health behaviour and treatment
2. Evaluate the relationship between health beliefs and illness cognitions
3. Identify and analyse the causes of stress, addictive and risky behaviours.
4. Critically evaluate health promotion campaigns

Essential Materials
- http://www.healthpsychology.net see tutorials for details; see lectures for details and moodle for articles.

Supplementary Materials
Module Listing for Bachelor of Arts (Honours) in Early Childhood Studies
Programme Code: WD_HECHS_B

<table>
<thead>
<tr>
<th>Semester 3 (Autumn)</th>
<th>Component Code</th>
<th>Semester 4 (Spring)</th>
<th>Component Code</th>
</tr>
</thead>
<tbody>
<tr>
<td>Engaging Children Through Play</td>
<td>SOCI 0145</td>
<td>Child Health &amp; Welfare</td>
<td>HEAL 0035</td>
</tr>
<tr>
<td>Early Childhood Assessment</td>
<td>EDUC 0025</td>
<td>Comparative Pedagogy of Early Years Education</td>
<td>EDUC 0027</td>
</tr>
<tr>
<td>Social Research Method</td>
<td>RESA 0133</td>
<td>History of Psychology of Education</td>
<td>PSYC 0033</td>
</tr>
</tbody>
</table>

Module Descriptors

Engaging Children Through Play

Banner Code: SOCI 0145
CRN: 79789
Level 8
Assessment Method: CA

Description of Module / Aims
To provide students with an awareness and confidence to actively engage with children through the creative use of play.

Indicative Content
- Stages of Play and child development
- Engagement skills and communication through play
- Understanding themes in play
- Observation and assessment through play

Learning Outcomes
On successful completion of this module, a student will be able to:
1. Articulate the role and purpose of play in regard to childhood growth and development
2. Engage with some confidence in play with children
3. Observe and report on the stages of play and associated stages of child development
4. Develop child specific programmes that involve play

Essential Material

Supplementary Materials
- [www.ippa.ie](http://www.ippa.ie)
- [www.cced.ie](http://www.cced.ie)
- [www.ncca.ie](http://www.ncca.ie)

Early Childhood Assessment

Banner Code: EDUC 0025
CRN: 67150
Level 8
Assessment Method: CA

Description of Module / Aims
To provide students with an understanding of the importance of observation, assessment and programme planning in supporting a child’s learning.

Indicative Content
- Models of assessment.
- The functions of Assessment in early education and care settings Formative; summative; evaluative; diagnostic.
- Assessment of context; multilingual and multicultural needs, special needs.
- Role of self in assessment; role of carer/educator in assessment process, reflective practice and process.
- Assessment processes; observation of child centred and child directed activities, observation of adult led child activities for focused assessment.
- Assessment referral; policies, processes and procedures of ethical recording record keeping and professional referrals.
Learning Outcomes

On successful completion of this module, a student will be able to:
1. Observe children in an informal, relaxed, unobtrusive and ethical manner.
2. Critically reflect on the observations to develop an assessment of the child’s learning and behaviour.
3. Record the observations and assessment in a manner consistent with good practice.
4. Develop a planned programme of intervention based on the above.

Essential Materials

- www.ippa.ie

Supplementary Materials


Social Research Method

<table>
<thead>
<tr>
<th>Social Research Method</th>
<th>5 ECTS</th>
<th>Banner Code: RESA 0133</th>
<th>CRN: 79793</th>
<th>Level 8</th>
<th>Assessment Method: CA</th>
</tr>
</thead>
</table>

Description of Module / Aims

Introduce students to a range of issues involved in the planning, design and conduct of a social research project.

Indicative Content

- Why Research?
- Developing Research Questions
- Research Strategy
- Research Design
- Planning a social research project
- Access and Gatekeepers
- Conducting primary research
- Conducting secondary/documentary research
- Quantitative Method of data collection and analysis
- Qualitative Method of data collection and analysis
- Ethics and politics in social research
- Writing up the research

Learning Outcomes

On successful completion of this module, a student will be able to:
1. Develop a focussed and practicable research question.
2. Appreciate quantitative and qualitative research Method.
3. Distinguish between alternative Method for collecting and analysing data, and be able to select and justify their choice of method for the research question at hand.
4. Undertake a critical and informed analysis of a published research report.
5. Plan, prepare and write a research proposal.

Essential Materials

- www.Method.fullerton.edu
- www.socialresearchMethod.net

Supplementary Materials

**Child Health & Welfare**

<table>
<thead>
<tr>
<th>ECTS</th>
<th>Banner Code</th>
<th>CRN</th>
<th>Level</th>
<th>Assessment Method</th>
</tr>
</thead>
<tbody>
<tr>
<td>5</td>
<td>HEAL 0035</td>
<td>67174</td>
<td>8</td>
<td>EXAM</td>
</tr>
</tbody>
</table>

**Description of Module / Aims**

Provide students with knowledge of key issues in child health.

**Indicative Content**

- Pre-natal and childhood growth and development
- Characteristics of common and acute childhood illnesses
- Typical patterns of childhood development
- Nutrition and hygiene
- Introduction to atypical child development
- Poverty and child health inequalities
- Policy and Procedures
- Quality care in early years
- Managing health and hygiene in care and education agencies
- Health and wellness in care and education settings: symptom recognition child/carer ratios, safety and nutrition needs

**Learning Outcomes**

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

1. Describe patterns of pre-natal and childhood growth and development;
2. Identify and explain common and acute childhood illnesses;
3. Demonstrate an understanding of child nutrition and hygiene;
4. Discuss the impact of inequality on child health;
5. Engage with agency policies and procedures for quality care.

**Essential Materials**


**Supplementary Materials**


**Comparative Pedagogy of Early Years Education**

<table>
<thead>
<tr>
<th>ECTS</th>
<th>Banner Code</th>
<th>CRN</th>
<th>Level</th>
<th>Assessment Method</th>
</tr>
</thead>
<tbody>
<tr>
<td>5</td>
<td>EDUC 0027</td>
<td>72123</td>
<td>8</td>
<td>CA</td>
</tr>
</tbody>
</table>

**Description of Module / Aims**

Provide students with an appreciation of international models of early childhood care and education.

**Indicative Content**
• Comparisons from Denmark, Norway, Sweden, Finland
• Belgium
• USA
• Canada

**Learning Outcomes**

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

1. Demonstrate knowledge of comparative models of early childhood care and education.
2. Critique national & international models of early childhood care and education.
3. Appreciate the nuances of multiculturalism and bilingualism in early years care and education.
4. Applications of anti-oppressive practice in the early years work.

**Essential Materials**


**Supplementary Materials**


<table>
<thead>
<tr>
<th>History of Psychology of Education</th>
<th>5 ECTS</th>
<th>Banner Code: PSYC 0033</th>
<th>CRN: 60538</th>
<th>Level 8</th>
<th>Assessment Method: CA</th>
</tr>
</thead>
</table>

**Description of Module / Aims**

Introduce the historical and philosophical beginnings of education. Highlight significant contributions of psychology to the education process.

**Indicative Content**

- History and philosophy of education.
- Philosophical contributions of psychology in education.
- Psychological principals of education and teaching.
- Schools of educational philosophy teaching and learning: Montessori, Froebal, Steiner.

**Learning Outcomes**

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

1. Trace the development of education philosophy;
2. Understand and discuss the contribution of education philosophy to modern teaching principals;
3. Identify key concepts from different schools of education philosophy.
Essential Materials

Supplementary Materials
# Module Listing for Bachelor of Arts (Honours) in Design (Visual Communications)

**Programme Code: WD_DVISC_B**

## Year 1

<table>
<thead>
<tr>
<th>Semester 1 (Autumn)</th>
<th>Component Code</th>
<th>Semester 2 (Spring)</th>
<th>Component Code</th>
</tr>
</thead>
<tbody>
<tr>
<td>Design Core One: Principles Design</td>
<td>DESG 0099</td>
<td>Design Core Two: Typographic</td>
<td>DESG 0102</td>
</tr>
<tr>
<td>Design Technology One</td>
<td>DESG 0100</td>
<td>Design Technology Two</td>
<td>DESG 0103</td>
</tr>
<tr>
<td>Illustration One</td>
<td>DESG 0101</td>
<td>Illustration Two</td>
<td>DESG 0104</td>
</tr>
<tr>
<td>Photography One</td>
<td>PHOT 0019</td>
<td>Photography Two</td>
<td>PHOT 0020</td>
</tr>
<tr>
<td>Writing &amp; Study Skills</td>
<td>STUD 0015</td>
<td>Research Method</td>
<td>RESA 0142</td>
</tr>
</tbody>
</table>

## Year 2

<table>
<thead>
<tr>
<th>Semester 3 (Autumn)</th>
<th>Component Code</th>
<th>Semester 4 (Spring)</th>
<th>Component Code</th>
</tr>
</thead>
<tbody>
<tr>
<td>Design Core Three: Poster Design</td>
<td>DESG 0109</td>
<td>Design Core Four: Logotype</td>
<td>DESG 0105</td>
</tr>
<tr>
<td>Design Technology Three</td>
<td>DESG 0110</td>
<td>Design Technology Four</td>
<td>DESG 0106</td>
</tr>
<tr>
<td>Image-making One</td>
<td>DESG 0111</td>
<td>Image-making Two</td>
<td>DESG 0107</td>
</tr>
<tr>
<td>Design Culture One</td>
<td>DESG 0112</td>
<td>Design Culture Two</td>
<td>DESG 0108</td>
</tr>
</tbody>
</table>

## Year 3

<table>
<thead>
<tr>
<th>Semester 5 (Autumn)</th>
<th>Component Code</th>
<th>Semester 6 (Spring)</th>
<th>Component Code</th>
</tr>
</thead>
<tbody>
<tr>
<td>Design Core Five: Branding Design</td>
<td>DESG 0113</td>
<td>Design Core Six: Packaging Design</td>
<td>DESG 0116</td>
</tr>
<tr>
<td>Image-making Three</td>
<td>DESG 0114</td>
<td>Legal Aspects</td>
<td>LEGL 0004</td>
</tr>
<tr>
<td>Design Culture Three</td>
<td>DESG 0115</td>
<td>Design Culture Four</td>
<td>DESG 0117</td>
</tr>
<tr>
<td>Marketing</td>
<td>MARK 0190</td>
<td>Film Studies</td>
<td>DESG 0118</td>
</tr>
</tbody>
</table>

## Year 4

<table>
<thead>
<tr>
<th>Semester 7 (Autumn)</th>
<th>Component Code</th>
<th>Semester 8 (Spring)</th>
<th>Component Code</th>
</tr>
</thead>
<tbody>
<tr>
<td>Design Core Seven</td>
<td>DESG 0119</td>
<td>Design Core Eight</td>
<td>BUSI 0285</td>
</tr>
<tr>
<td>Design Culture Five</td>
<td>DESG 0121</td>
<td>Entrepreneurial Skills</td>
<td>DESG 0122</td>
</tr>
<tr>
<td>Design Studio Practice</td>
<td>DESG 0120</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

### Module Descriptors

| Design Core One: Principles Design | 10 ECTS | Banner Code: DESG 0099 | CRN: 89665 | Level 8 | Assessment Method: CA |

### Description of Module / Aims
- Understand the relevance of fundamental design skills in Graphic Design;
- Explore concept diversity and creative problem solving; and
- Explore the fundamentals of 2d/3d design form and structures.

### Indicative Content
- Principles of Creativity
- Drawing for Visual Communications
- Creative questioning, visual exploration and documentation
- Exploration of letterforms
- Colour studies
- Design elements and processes
- Spacial Design

### Learning Outcomes

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

1. Identify appropriate traditional design principles and practices;
2. Identify creative questioning and problem solving Method; and
3. Recognise the skills in the use of appropriate materials in response to 2d or 3d design.

### Essential and Supplementary Reading/Resources


Essential and Supplementary Websites/Resources
• www.adobe.tv
• www.tutsplus.com
• www.lynda.com
• www.creativereview.co.uk
• www.avabooks.com
• www.ididesign.ie
• www.thinkingwithtype.com
• www.graphicdesign.com

Design Technology One  5 ECTS  Banner Code: DESG 0100  CRN: 89669  Level 8  Assessment Method: CA

Description of Module / Aims
• Use an Apple Mac, its hardware and operating system;
• Digitally edit images and create page layouts with a design focus; and
• Create design focused page layouts for commercial print.

Indicative Content
• Mac operating system, hardware and troubleshooting
• Industry standard image editing and page layout software
• Artwork management
• Design formatting and output
• The digital image
• Vector Artwork

Learning Outcomes
On successful completion of this module, a student will be able to:
1. Operate an Apple Mac and reproduce common functions for troubleshooting;
2. Demonstrate competencies in digital image editing and page layout; and
3. Apply technology to design based projects.

Essential and Supplementary Websites/Resources
• www.adobetv.com
• www.lynda.com
• www.applemactutorials.com

Illustration One  5 ECTS  Banner Code: DESG 0101  CRN: 89677  Level 8  Assessment Method: CA

Description of Module / Aims
• Experiment with mark-making as an illustration element.
• Use drawing and painting as a means of showing an image in different ways

Indicative Content
• Mark-making
• Experimental hand lettering
• Colour theory
• Drawing
• Painting (water based)

Learning Outcomes
On successful completion of this module, a student will be able to:
1. Record own experimental marks made with found images.
2. Show own experimental hand lettering and identify occasions when it might be used.
3. Present examples of colour theory found in man-made objects and in nature, and in own paintings.
4. Reproduce, using pencil, charcoal etc., images of found and natural forms.
5. Describe in paint different Method of seeing found/natural forms.

Essential and Supplementary Reading/Resources
- Supplemental
- www.chesterbeattylibrary.ie
- www.nationalprintmuseum.ie
- www.thekennygallery.ie

Photography One  5 ECTS  Banner Code: PHOT 0019  CRN: 89673  Level 8  Assessment Method: CA

Description of Module / Aims
- Enable the student to demonstrate knowledge and an understanding of the principles of Photography and image making.
- Enable the student to familiarise themselves with equipment and materials in Photography.
- Foster an awareness of health and safety issues, in the context of Photographic studies.

Indicative Content
- Photographic equipment and materials;
- Camera controls and basic operation;
- Theory- Exposure factors;
- Negative /positive processing;
- Visual form- line, shape composition, texture, pattern;
- Lighting – ambient, outside/inside;
- Project elements.

Learning Outcomes
On successful completion of this module, a student will be able to:
1. Demonstrate competence in taking images from camera through to print.
2. Demonstrate an understanding of the practical usage of SLR cameras and studio equipment.
3. Exercise discernment in creating Photographic images.

Essential and Supplementary Reading/Resources

Writing & Study Skills  5 ECTS  Banner Code: STUD 0015  CRN: 80183  Level 8  Assessment Method: CA

Description of Module / Aims
- Study effectively for their degree and produce coursework assessments in the context of design and communication research; and
- Develop skills of independent learning, personal development planning and reflection.

Indicative Content
- Reflective journal writing
• Learning frameworks
• Library tutorial
• Reading, note taking & mindmapping
• Introduction to research for academic essay writing
• Preparing and structuring academic essays
• Academic referencing (Harvard), avoiding plagiarism
• Time and resource management

Learning Outcomes
On successful completion of this module, a student will be able to:
1. Assess and appraise in written form their own learning skills;
2. Self-evaluate in written form, and take responsibility for continuing academic and professional development;
3. Apply theoretical learning frameworks to their own learning;
4. Collect, choose and arrange relevant material for research essay writing;
5. Summarise evidence from the relevant design research literature to support a line of argument;
6. Apply referencing guidelines in their essay writing; and
7. Demonstrate the skills of research and essay writing.

Essential Resources
• Pears, R. & Shields, G. (2008) Cite them right, the essential referencing guide. Durham: Pear Tree Books
• Palgrave MacMillan (2009) www.skills4study.com
• www.nfq.ie

Design Core Two: Typographic

<table>
<thead>
<tr>
<th>ECTS</th>
<th>Banner Code</th>
<th>CRN</th>
<th>Level</th>
<th>Assessment Method</th>
</tr>
</thead>
<tbody>
<tr>
<td>10</td>
<td>DESG 0102</td>
<td>89681</td>
<td>8</td>
<td>CA</td>
</tr>
</tbody>
</table>

Description of Module / Aims
• Understand the relevance of traditional visual language and interplay between type and image;
• Acquire knowledge and understanding of the design process; and
• Understand the relevance of design basics in a multi-disciplinary environment.

Indicative Content
• Typography & Lettering Skills (Design)
• Analysis / observation of image / visual awareness
• Design process, documentation
• Presentation and peer review
• Poster design
• Properties of paper / materials
• Divergent thinking

Learning Outcomes
On successful completion of this module, a student will be able to:
1. Illustrate the fundamentals of typography and composition;
2. Distinguish between the appropriate use of materials in the different design disciplines; and
3. Express competences in observation, investigation, visualisation, production and documentation.

Essential and Supplementary Reading/Resources

**Essential and Supplementary Websites**

- [www.adobe.tv](http://www.adobe.tv)
- [www.tutsplus.com](http://www.tutsplus.com)
- [www.lynda.com](http://www.lynda.com)
- [www.thinkingwithtype.com](http://www.thinkingwithtype.com)
- ilovetypography.com
- [www.istd.org.uk](http://www.istd.org.uk)
- [www.designweek.co.uk](http://www.designweek.co.uk)
- [www.identifont.com](http://www.identifont.com)

### Design Technology Two

<table>
<thead>
<tr>
<th>ECTS</th>
<th>Banner Code: DESG 0103</th>
<th>CRN: 89685</th>
<th>Level 8</th>
<th>Assessment Method: CA</th>
</tr>
</thead>
</table>

**Description of Module / Aims**

- Understand and apply the principles of GUI design
- Design and manage basic websites
- Produce motion graphics

**Indicative Content**

- Principles of GUI design and their application
- Cross application management
- Framework for managing a website project
- Creating and testing a live website
- CSS in web design
- Designing in a time-line
- Communication and producing motion graphics

**Learning Outcomes**

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

1. Apply the principles of GUI design to a practical project;
2. Design and construct a live functioning website; and
3. Produce short design led motion graphic clips.

**Essential and Supplementary Reading/Resources**

- Geo Graphics (2013) Simple Form Graphics in Print and Motion, Hong Kong: Victionary
- [www.adobetv.com](http://www.adobetv.com)
- [www.lynda.com](http://www.lynda.com)
- [www.springframework.com](http://www.springframework.com)
- [www.w3schools.com](http://www.w3schools.com)

### Illustration Two

<table>
<thead>
<tr>
<th>ECTS</th>
<th>Banner Code: DESG 0104</th>
<th>CRN: 89693</th>
<th>Level 8</th>
<th>Assessment Method: CA</th>
</tr>
</thead>
</table>

**Description of Module / Aims**

- Translate a 2D sketch into a 3D image.
- Convert a sketch into a print.

**Indicative Content**

- Book structures both traditional and modern.
- 3D illustration constructed from paper.
- Printmaking (mono print/Lino-print/other).
Learning Outcomes

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

2. Express a 2D image as a 3D paper illustration.
3. Convert own drawing into a mono print.
4. Translate own image into a Lino print (or other print method as required).

Essential Resources

- Withers K. How to Fold: Falten, Falzen, Formen. Amsterdam : Agile Rabbit Publications.
- Supplemental
  - www.chesterbeattylibrary.ie
  - www.corkprintmakers.ie
  - www.philobiblon.com

<table>
<thead>
<tr>
<th>Photography Two</th>
<th>5 ECTS</th>
<th>Banner Code: PHOT 0020</th>
<th>CRN: 89689</th>
<th>Level 8</th>
<th>Assessment Method: CA</th>
</tr>
</thead>
</table>

Description of Module / Aims

Enable students to acquire knowledge and understanding of the different approaches to image-making through the medium of photography.

Indicative Content

- Location and Studio photography.
- Exposure factors and lighting techniques.
- Practical Colour Theory: RGB versus CMYK.
- Project development.

Learning Outcomes

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

1. Demonstrate an understanding of the theory, concepts and Method pertaining to Digital Photography;
2. Exercise appropriate judgement in a number of complex planning technical and management functions relating to Photography;
3. Demonstrate creative thinking; and
4. Demonstrate competence in observation, investigation, visualisation and production.

Essential and Supplementary Reading/Resources

- Doorhof Frank (2013) Photographing the model: everything you need to know before, after and during the shoot. Peachpit Press.
- Supplemental
  - Mckinnell Anne (2012) 8 types of natural light that will add drama to your photographs.
  - Amazon Media.
  - www.rankin.co.uk/

<table>
<thead>
<tr>
<th>Research Method</th>
<th>5 ECTS</th>
<th>Banner Code: RESA 0142</th>
<th>CRN: 80167</th>
<th>Level 8</th>
<th>Assessment Method: CA</th>
</tr>
</thead>
</table>

Description of Module / Aims
Enable students to gain a critical understanding of the research process and research literature in design, media and communications and to prepare students for undertaking an honours dissertation.

**Indicative Content**
- Key research terms and concepts
- Conducting effective primary and secondary research
- Generating research ideas, refining research questions
- Referencing and citation
- Structuring a research essay
- How to write a literature review
- Structuring a thesis
- Presentation skills

**Learning Outcomes**

*On successful completion of this module, a student will be able to:*
1. Competently search for and assess research literature;
2. Formulate a research proposal;
3. Critically analyse different research approaches and their application to design research;
4. Appraise, in the form of a literature review, existing research in a student-chosen topic area;
5. Apply referencing guidelines in the proposal and literature review;
6. Work effectively as a team member;
7. Demonstrate presentation skills; and
8. Prepare and present a research proposal to a professional standard.

**Essential and Supplementary Reading/Resources**
- http://designobserver.com
- www.designireland.com
- www.digitalmediaforum.net

| Design Core Three: Poster Design | 15 ECTS | Banner Code: DESG 0109 | CRN: 90001 | Level 8 | Assessment Method: CA |

**Description of Module / Aims**
- Develop an awareness of the visual communication needs between audience/clients and other users;
- Acquire an understanding of design processes from initial concept stages to final realisation; and
- Document creative questioning and visual exploration.

**Indicative Content**
- Creative questioning / strategy to a given brief
- Design process and documentation in response to a given design brief
- Audience / market visual communication needs
- Concept generation, analysis and selection
- Presentation and peer review
- Print & Screen based media

**Learning Outcomes**

*On successful completion of this module, a student will be able to:*
1. Develop an understanding of audience/clients, market visual communication requirements;
2. Interpret concepts and ideas clearly in both oral and written forms; and
3. Show awareness of creative questioning and their documentation in response to a given brief.

**Essential and Supplementary Reading/Resources/Websites**
- Kane, J. (2002) A Type Primer. UK: Laurence King
- Squire, V. (2006) Getting It Right With Type. UK: Laurence King

- www.adobe.tv
- www.tutsplus.com
- www.lynda.com
- www.logolounge.com
- www.identitydesigned.com
- www.behance.net
- www.magculture.com/blog
- www.illustratorireland.com
- www.typetoken.net
- www.wordpress.org

<table>
<thead>
<tr>
<th>Design Technology Three</th>
<th>5 ECTS</th>
<th>Banner Code: DESG 0110</th>
<th>CRN: 90005</th>
<th>Level 8</th>
<th>Assessment Method: CA</th>
</tr>
</thead>
</table>

**Description of Module / Aims**
- Some understanding and knowledge of Graphic Reproduction Technology, electronic artwork, the print industry and industrial print technology;
- Some application of print, artwork and origination terminology in common use in the industry; and
- Some knowledge and understanding of Graphic Reproduction.

**Indicative Content**
- Artwork, printing and origination through print examples, print pulls, artwork and printing materials
- Some Quark XPress
- Some Adobe Creative Suite
- Pantone System
- ISO Series
- Electronic use of type
- Some printing, artwork and origination terminology in common industrial use.

**Learning Outcomes**
*On successful completion of this module, a student will be able to:*
1. Demonstrate a high level of self-motivation in digital software and graphic reproduction.
2. Demonstrate some working knowledge of digital software, Quark Xpress, Adobe Creative Suite;
3. Demonstrate some understanding and knowledge of printing (commercial) and the origination industries;
4. Show effective use both in graphic reproduction software and problem solving in graphic reproduction;
5. Apply graphic reproduction principles to answer a graphic reproduction brief;
6. Demonstrate some understanding and knowledge of digital media, electronic artwork;

**Essential Resources**

**Supplementary Resources**
- Creative Alliance Agfa Monotype Catalogue or other type Book catalogue for reference
- (i.e. Adobe Type Library Reference,
- The above list is non-exhaustive.
### Image-making One

<table>
<thead>
<tr>
<th>Description of Module / Aims</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Approach editorial image making with confidence.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Indicative Content</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Editorial Photography.</td>
</tr>
<tr>
<td>• Marker Visualisation.</td>
</tr>
<tr>
<td>• Editorial Illustration.</td>
</tr>
<tr>
<td>• 50% time on Illustration and 50% time on Photography.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Learning Outcomes</th>
</tr>
</thead>
<tbody>
<tr>
<td>On successful completion of this module, a student will be able to:</td>
</tr>
<tr>
<td>1. Experiment with illustration techniques suitable for editorial use.</td>
</tr>
<tr>
<td>2. Examine existing editorial illustrations.</td>
</tr>
<tr>
<td>3. Interpret a given editorial as an illustration.</td>
</tr>
<tr>
<td>4. Prepare marker visualisation.</td>
</tr>
<tr>
<td>5. Demonstrate knowledge and understanding of the role of editorial photography within the design industry.</td>
</tr>
<tr>
<td>6. Demonstrate technical and creative photographic technique in the area of editorial photography.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Essential Resources</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th>Supplementary Resources</th>
</tr>
</thead>
<tbody>
<tr>
<td>• <a href="http://www.digital-photography-school.com/5-key-skills-for-the-modern-photograpp">www.digital-photography-school.com/5-key-skills-for-the-modern-photograpp</a></td>
</tr>
<tr>
<td>• <a href="http://www.quillskill.com">www.quillskill.com</a></td>
</tr>
<tr>
<td>• <a href="http://www.philobiblon.com/bonefolder/">www.philobiblon.com/bonefolder/</a></td>
</tr>
<tr>
<td>• <a href="http://www.saintjohnsbible.org">www.saintjohnsbible.org</a></td>
</tr>
</tbody>
</table>

### Design Culture One

<table>
<thead>
<tr>
<th>Description of Module / Aims</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Enable students to understand the significance of Modernism in the history of graphic design;</td>
</tr>
<tr>
<td>• Explore the Modernist principle of ‘design for society’ and its contemporary legacy; and</td>
</tr>
<tr>
<td>• Enable students to analyse Modernist design and typography from a sound historical and critical basis.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Indicative Content</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Design in the 20th Century</td>
</tr>
<tr>
<td>• History of Modernism</td>
</tr>
<tr>
<td>• Design and Modernist Concepts</td>
</tr>
<tr>
<td>• Design and Society</td>
</tr>
<tr>
<td>• Design and Mass Production</td>
</tr>
<tr>
<td>• Design and Consumption</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Learning Outcomes</th>
</tr>
</thead>
<tbody>
<tr>
<td>On successful completion of this module, a student will be able to:</td>
</tr>
<tr>
<td>1. Evaluate significant examples of Modernist design and theory, drawing from original sources and historical critical writing;</td>
</tr>
<tr>
<td>2. Critically comment on designers’ attempts to engage in socially motivated design activity;</td>
</tr>
<tr>
<td>3. Articulate an informed view of the relationship between design and society; and</td>
</tr>
<tr>
<td>4. Confidently present a valid interpretation of Modernist design and texts verbally and visually.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Essential Resources</th>
</tr>
</thead>
<tbody>
<tr>
<td>• <a href="http://www.quillskill.com">www.quillskill.com</a></td>
</tr>
<tr>
<td>• <a href="http://www.philobiblon.com/bonefolder/">www.philobiblon.com/bonefolder/</a></td>
</tr>
<tr>
<td>• <a href="http://www.saintjohnsbible.org">www.saintjohnsbible.org</a></td>
</tr>
</tbody>
</table>

**Supplementary Resources / Websites**

- [http://www.aiga.org](http://www.aiga.org)
- [http://www.cluetrain.com](http://www.cluetrain.com)
- [http://www.futurism.org.uk](http://www.futurism.org.uk)
- [http://www.irisharchitecture.com](http://www.irisharchitecture.com)
- [http://swissposters.library.cmu.edu/Swiss/home.html](http://swissposters.library.cmu.edu/Swiss/home.html)
- [http://www.designireland.ie](http://www.designireland.ie)

**Design Core Four: Logotype**

- 15 ECTS
- Banner Code: DESG 0105
- CRN: 90017
- Level 8
- Assessment Method: CA

**Description of Module / Aims**

- Develop proficiency in observation, investigation, inquiry, visualisation and finished realisation of a brief;
- Acquire knowledge of relevant market needs and requirements in response to a brief;
- Acquire a thorough and focused knowledge of design practice; and
- Critically analyse and articulate both their own work and work of their peers objectively.

**Indicative Content**

- Response to the brief and appropriate media choice
- Development and realisation of project / brief and good work practices
- Market/audience awareness
- Project documentation
- Presentation and peer review
- Print & Screen based media

**Learning Outcomes**

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

1. Develop an understanding of observation, investigation, inquiry, visualisation to realisation;
2. Illustrate a relevant knowledge of market / audience requirements to a given brief;
3. Employ problem-solving theory to practice-based creative work; and
4. Show proficiency in peer review engagement, articulation and management of a brief.
Essential and Supplementary Reading/Resources

- Hall, Sean. (2007) This Means This, This Means That, A Users Guide to Semiotics. London: Laurence King
- Kane, J. (2002) A Type Primer. UK: Laurence King
- Shaughnessy, A. (2010) How to be a graphic designer without losing your soul. UK: Laurence King
- Type Player. (2011) Type As Experiment, Type As Image. USA: Sandu

Essential and Supplementary Websites/Resources

- www.adobe.tv
- www.tutsplus.com
- www.lynda.com
- www.creativebloq.com
- www.logolounge.com
- www.behance.net
- www.identitydesigned.com
- www.typographica.org
- www.pinterest.com

Design Technology Four | 5 ECTS | Banner Code: DESG 0106 | CRN: 90021 | Level 8 | Assessment Method: CA

Description of Module / Aims

- Enable the student to acquire understanding and knowledge of Graphic Reproduction Technology, electronic artwork, the print industry and industrial print technology;
- Enable the student to apply print, artwork and origination terminology in common use in the industry; and
- Enable the student to build upon the knowledge and understanding of Graphic Reproduction.

Indicative Content

- Quark XPress
- Adobe Creative Suite
- Using Pantone System
- Using ISO Series
- Electronic use of type
- Using printing (commercial), artwork and origination terminology
- Demonstrate written and diagrammatic skills

Learning Outcomes

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

1. Demonstrate in-depth working knowledge of digital software, Quark Xpress, Adobe Creative Suite;
2. Demonstrate in-depth understanding and knowledge of printing (commercial) and the origination industries;
3. Demonstrate in-depth understanding and knowledge of digital media, electronic artwork;
4. Show effective use both in graphic reproduction software and problem solving in graphic reproduction;
5. Apply graphic reproduction principles to design modules’ projects; and

Essential and Supplementary Reading/Resources

- Creative Alliance Agfa Monotype Catalogue or other type Book catalogue for reference (i.e. Adobe Type
- The above list is non-exhaustible

Image-making Two | 5 ECTS | Banner Code: DESG 0107 | CRN: 90025 | Level 8 | Assessment Method: CA

Description of Module / Aims
Approach image-making for story-telling with confidence.

Indicative Content
- Photographic and Illustrative image making to visualise a story.
- Composite image making (Illustration with photography).
- 50% time on Illustration and 50% time on Photography.

Learning Outcomes
*On successful completion of this module, a student will be able to:*
1. Analyse which story elements/characters are suitable for visualisation.
2. Investigate appropriate approaches to image-making in story-telling.
3. Experiment with a combined photographic and illustrative approach to image-making.
4. Demonstrate practically the skills required to produce fine tuned digital composites.
5. Demonstrate aesthetic awareness, creativity and pre-visualisations skills.
6. Demonstrate competence to manage digital workflow.

Essential Resources

Supplementary Resources/Websites
- www.clas.co.uk
- www.theaoi.com
- annieleibovitz.tumblr.com
- www.illustrationcupboard.com

| Design Culture Two | 5 ECTS | Banner Code: DESG 0108 | CRN: 90029 | Level 8 | Assessment Method: CA |

Description of Module / Aims
- Analyse and interpret graphic design, its meaning and social function; and
- Apply postmodern critical approaches to design.

Indicative Content
- The Postmodern Condition
- Design and Postmodern Concepts
- Design as Social Critique
- Style and Subcultures
- Visual Analysis and Deconstruction
- Semiotics

Learning Outcomes
*On successful completion of this module, a student will be able to:*
1. Discuss the impact of post-modern theory on visual communication;
2. Identify and develop a suitable topic for analysis and deconstruction;
3. Conduct an in-depth analysis of meaning in relation to contemporary design;
4. Place the history of design into a theoretical and philosophical context; and
5. Demonstrate an understanding of post-modern theory.

Essential Resources
Supplementary Resources/Websites

  New York: Manchester University Press.
  Manchester University Press.
- Chandler, Daniel ‘Semiotics for Beginners’ [link]
- Chandler, Daniel ‘Media Semiotics’ [link]
- Shaughnessy, A. (2010) How to be a graphic designer without losing your soul. UK: Laurence King

Design Core Five: 15 ECTS

- Branding Design

Description of Module / Aims

- Develop creative approaches to a design brief within a social/practical context;
- Acquire a critical approach to professional design practice; and
- Produce design work with practical industry considerations.

Indicative Content

- Design industry awareness
- Creative design research
- External audience expectations / objectivity
- Design process management
- Presentation of documentation with real world consideration (project pitch)
- Print & Screen based media
- Peer collaboration

Learning Outcomes

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

1. Apply the necessary understanding of the role of design within a social/practical context;
2. Analyse the role of interdisciplinary design practice in a range of real-world situations; and
3. Investigate the value of creative design research and visual realisation within a brief.

Essential Resources

- Shaughnessy, A. (2010) How to be a graphic designer without losing your soul. UK: Laurence King
Image-making Three

<table>
<thead>
<tr>
<th>ECTS</th>
<th>Banner Code</th>
<th>CRN</th>
<th>Level</th>
<th>Assessment Method</th>
</tr>
</thead>
<tbody>
<tr>
<td>5</td>
<td>DESG 0114</td>
<td>90038</td>
<td>8</td>
<td>CA</td>
</tr>
</tbody>
</table>

Description of Module / Aims
- Generate imagery with and without photography for use in product design.
- Interpret a product visually.

Indicative Content
- Photographic still-life.
- Product illustration with and without photography.
- 50% time on Illustration and 50% time on Photography.

Learning Outcomes
On successful completion of this module, a student will be able to:
1. Generate imagery suitable for use with a given product.
2. Choose one image and adapt it for use across that product range.
3. Demonstrate technical skills using photographic studio lighting for still life.
4. Demonstrate an engagement with contemporary practice in the area of Product Photography.

Essential Resources
- Supplemental

Supplementary Resources
- http://www.cakefactory.com/#/home/
National Identity and Branding
Changing Identities
Branding in the 21st Century

Learning Outcomes
On successful completion of this module, a student will be able to:
1. Explain an aspect of the relationship between cultural theory and design with particular reference to national identity;
2. Demonstrate resourcefulness in independent research;
3. Engage in informed, critical debate on issues of national and cultural identity as relevant to design;
4. Demonstrate a working knowledge of the history of design in Ireland and its international connections;
5. Combine historical research with theoretical discussion; and
6. Present an informed analysis of the role of identity in 21st Century design, branding and advertising.

Essential Resources

Supplementary Resources/Websites
- Book Industry Services.
- http://www.adworld.ie/
- http://www.creativeireland.com/
- http://www.designireland.ie
- http://www.eyemagazine.com
- http://www.idi-design.ie/
- http://www.source.ie
- http://www.studiesirishreview.com

Marketing 5 ECTS Banner Code: MARK 0190 CRN: 90046 Level 8 Assessment Method: CA

Description of Module / Aims
Enable the students to develop an understanding and knowledge of the principles of marketing with an emphasis on the design industry.

Indicative Content
- Marketing Concepts
- Marketing Segmentation, Targeting and Positioning
- Market Pricing
- Distribution Theory
- The 4P’s of Marketing
- The Marketing Philosophies

Learning Outcomes
On successful completion of this module, a student will be able to:
1. Demonstrate an understanding of marketing theory;
2. Apply this theory to the design industry;
3. Demonstrate an understanding of the various environmental forces that apply to the design industry; and
4. Display an understanding and knowledge of the 4P’s and how these principles apply to the design environment.

**Essential Resources**

**Supplementary Resources**

<table>
<thead>
<tr>
<th>Design Core Six: Packaging Design</th>
<th>15 ECTS</th>
<th>Banner Code: DESG 0116</th>
<th>CRN: 90050</th>
<th>Level 8</th>
<th>Assessment Method: CA</th>
</tr>
</thead>
</table>

**Description of Module / Aims**
- Enable students to acquire a critical approach to own professional practice and the design practice of others;
- Enable students to gain insight into the production process of a real-world project;
- Enable students to acquire knowledge in the management of industry-standard design briefs; and
- Develop a critical understanding of the works of traditional and contemporary practitioners.

**Indicative Content**
- Industry consideration for project outcomes
- Establishing a project brief structure
- Application of creative design process
- Project management and development
- Presentation to tutors and client
- Print & Screen based media
- Traditional and contemporary practice

**Learning Outcomes**

*On successful completion of this module, a student will be able to:*
1. Illustrate resourcefulness and brief flexibility;
2. Establish relevant design industry requirements within the brief;
3. Propose appropriate use of design production Method within the brief; and
4. Compile and critically assess the work of both traditional and contemporary practitioners.

**Supplementary Resources**

**Essential Websites**
- [www.adobe.tv](http://www.adobe.tv)
- [www.tutsplus.com](http://www.tutsplus.com)
- [www.behance.net](http://www.behance.net)
- [www.lynda.com](http://www.lynda.com)
- [www.cargocollective.com](http://www.cargocollective.com)
- Istd.org.uk
- [www.cargocollective.com](http://www.studiodynamics.com)
- [www.saahub.com](http://www.saahub.com)
- [www.icad.ie](http://www.icad.ie)
Description of Module / Aims

- Acquire knowledge and understanding of the basic principles of contract formation;
- Acquire knowledge and understanding of the basic legal principles of business organisations i.e. sole trader and partnerships;
- Acquire knowledge and understanding of health and safety including compliance in a Design Studio context;
- Acquire knowledge and understanding of some of the legal principles of intellectual property as applied to the Design Industry i.e. how rights are acquired, how they can be exploited and protected;
- Acquire an understanding of the application of the above to the design environment; and
- Develop independent learning skills including management and communication skills.

Indicative Content

- Contract Law (formation, vitiation, and remedies)
- Sole trader and partnership law
- Health and Safety
- Intellectual Property
  - Law: trade marks, patents, copyright
  - Law of passing off
  - Case studies

Learning Outcomes

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

1. Demonstrate knowledge and understanding of basic contract law principles;
2. Demonstrate knowledge and understanding of the basic legal principles that underpin business organisation i.e. sole trader and partnerships;
3. Demonstrate knowledge and understanding of health and safety rules and compliance required in a Design Studio context;
4. Demonstrate knowledge and understanding of some of the legal principles relating to intellectual property as they apply to the design industry;
5. Research information, analyse and apply the above to tasks set within a design context; and
6. Demonstrate competencies in the skills of communication, independent learning, time management and relevant use of technology.

Essential Resources


Supplementary Resources

- Suthersanen (2009), Design Law in Europe, Dublin, Butterworths
- Clark and Smyth, Intellectual Law in Ireland, Tottel (latest edition)
- Health and Safety legislation
- Lexis/Nexis Database
- New Law Journal
- Commercial Law Practitioner
- Irish Law Times
- www.oireachtas.ie
- www.courts.ie
- Irish Times

Design Culture Four

| ECTS | Banner Code: DESG 0117 | CRN: 90054 | Level 8 | Assessment Method: CA |

Description of Module / Aims

- Develop students’ ability to critically investigate contemporary issues in design and culture;
- Foster students’ ability to identify research areas relevant to contemporary design practice suitable for dissertation research; and
- Enable students to formulate a proposal for a dissertation topic.

Indicative Content

- Identifying Contemporary Issues – Participation and Consumption
• Identifying Contemporary Issues – Design and Economic Contexts
• Identifying Contemporary Issues – Green Design
• Design Thinking
• Preparing a Research Proposal
• Academic Writing and Practice

Learning Outcomes
On successful completion of this module, a student will be able to:
1. Evaluate contemporary writing on design and culture from a variety of sources and media;
2. Justify a research topic on disciplinary, historical and social grounds;
3. Formulate an appropriate methodological approach for their topic;
4. Suggest a suitable structure and narrative; and
5. Structure, articulate and present a research proposal.

Essential Resources
• Varying sources depending on students’ chosen topics.

Supplementary Resources

---

Film Studies

<table>
<thead>
<tr>
<th>ECTS</th>
<th>Banner Code</th>
<th>CRN</th>
<th>Level</th>
<th>Assessment Method</th>
</tr>
</thead>
<tbody>
<tr>
<td>5</td>
<td>DESG 0118</td>
<td>90062</td>
<td>8</td>
<td>CA</td>
</tr>
</tbody>
</table>

Description of Module / Aims
Enable the students to analyse the formal and stylistic elements of film, and relate this analysis to how the elements aid the development of plot/story or genre or characterisation or theme of one particular film.

Indicative Syllabus
• Film history: the origins of cinema, early silent cinema, European film history.
• Mainstream narration in the classical narrative system.
• Genre studies.
• The auteur director.
• Ireland on film.
• The future of cinema.

Learning Outcomes
On successful completion of this module, a student will be able to:
1. Explain the development of cinema with an emphasis on mainstream film narration;
2. Identify: camera shots, camera movements, types of editing, lighting schemes, the mise-en-scene and sound design/effects;
3. Analyse a film segment with regard to its stylistic components; and
4. Relate stylistic elements to how they aid plot/story development OR genre OR characterisation OR theme.

Essential Resources

Supplementary Resources
Website Resources


Design Core Seven

<table>
<thead>
<tr>
<th>Course Code</th>
<th>ECTS</th>
<th>Banner Code</th>
<th>CRN</th>
<th>Level</th>
<th>Assessment Method</th>
</tr>
</thead>
<tbody>
<tr>
<td>DESG 0119</td>
<td>15</td>
<td>DESG 0119</td>
<td>90070</td>
<td>Level 8</td>
<td>CA</td>
</tr>
</tbody>
</table>

Description of Module / Aims

- Work independently and with others in a self-directed manner;
- Engage with professional design practice and culture; and
- Produce work that shows proficiency in appropriate design production method.

Indicative Content

- Role within industry
- Concept development and process management
- Appraisal of design solutions taking account of industry considerations
- Project documentation
- Print & Screen based media

Learning Outcomes

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

1. Establish both autonomy and collaboration in focused design practice;
2. Generate concepts that underpin both practical and cultural aspects of design; and
3. Manage proficiency in design production through the use of appropriate media.

Essential Websites

- [www.idi-design.ie](http://www.idi-design.ie)
- [www.fontshop.com](http://www.fontshop.com)
- [www.typeculture.com](http://www.typeculture.com)
- [www.aiga.org](http://www.aiga.org)
- [www.dandad.org](http://www.dandad.org)
- [www.tdc.org](http://www.tdc.org)
- [www.icad.ie](http://www.icad.ie)

Design Culture Five

<table>
<thead>
<tr>
<th>Course Code</th>
<th>ECTS</th>
<th>Banner Code</th>
<th>CRN</th>
<th>Level</th>
<th>Assessment Method</th>
</tr>
</thead>
<tbody>
<tr>
<td>DESG 0121</td>
<td>10</td>
<td>DESG 0121</td>
<td>90078</td>
<td>Level 8</td>
<td>CA</td>
</tr>
</tbody>
</table>

Description of Module / Aims

- Enable students to analyse their own and the work of other contemporary practitioners within a historical, cultural and social context; and
- Enable students to plan, research and present a self-directed piece of written work.

Indicative Content

- Managing a Dissertation Project
- The Literature Review
- Structuring a Dissertation
- Academic Writing Style
- Concepts and Hierarchies of Knowledge
- Analytical Thought
- Presenting an Argument
- Tutorials and Seminars

Learning Outcomes

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

1. Identify, analyse and critique theoretical and practical sources relevant to their chosen topic;
2. Demonstrate a thorough understanding of their chosen specialist field;
3. Develop a structured and coherent argument related to Graphic Design;
4. Articulate and present an informed critical view;

309
5. Contribute to the body of knowledge in the field of visual communications; and
6. Demonstrate the ability to take responsibility for a research project and respond to feedback.

Essential Resources

Design Studio Practice  | 5 ECTS  | Banner Code: DESG 0120  | CRN: 90074  | Level 8  | Assessment Method: CA

Description of Module / Aims
- Enhance their networking skills in the design industry;
- Develop competencies in presentation skills;
- Develop competencies in time management skills;
- Acquire an in depth knowledge and understanding of face to face business situations through role play; and
- Develop teamwork and other transferable skills.

Indicative Content
- Industry and client dynamics
- Practice-based studio workshops
- Career development
- Research and further study
- Demonstrations, presentations and team-led debates
- Seminars and group dialogue exchange
- Project Management skills
- Decision-making skills
- Funding and new markets development

Learning Outcomes
On successful completion of this module, a student will be able to:
1. Analyse various Method of professional design practice;
2. Demonstrate a high level of ability in interpersonal skills;
3. Approach client/studio teamwork in an informed and balanced manner;
4. Outline a personal career development plan; and
5. Demonstrate competencies in the skills of class participation and teamwork skills.

Essential Resources

Supplementary Resources
- Websites
  - www.idi-design.ie
  - www.designireland.ie
  - www.creativeireland.com

Design Core Eight  | 25 ECTS  | Banner Code: DESG 0122  | CRN: 90084  | Level 8  | Assessment Method: CA

Description of Module / Aims
- Identify with contemporary and emerging design practice;
- Ascertain the needs and requirements of self-directed final projects;
- Show a critical and creative approach to the needs of the self-directed final projects; and
- Apply self-promotional needs and requirements both offline and online.

Indicative Content
- Preparation to engage with work in an professional design environment
- Project realisation and presentation
- Production considerations
- Exhibition preparation and requirements
Project Documentation
Online Self-Promotion

Learning Outcomes

On successful completion of this module, students should be able to:

1. Defend work presented that challenges contemporary design practice;
2. Acquire skills in the production of a final year self-directed projects;
3. Ascertain the needs and requirements of self-directed final projects; and
4. Create an online presence for self-directed final projects.

Essential Websites

- idi-design.ie
- www.fontshop.com
- www.typeculture.com
- www.aiga.org
- www.icad.ie
- www.pentagram.com

Entrepreneurial Skills | 5 ECTS | Banner Code: BUSI 0285 | CRN: 90088 | Level 8 | Assessment Method: CA

Description of Module / Aims
Enable the students to derive knowledge and understanding of how and why different marketing communications are used with an emphasis on the design industry.

Indicative Content

- Marketing Communications
- Advertising Campaigns
- Direct Marketing
- Public Relations
- Entrepreneurial Skills
- Setting up a business

Learning Outcomes

On successful completion of this module, students should be able to:

1. Demonstrate an understanding of marketing communications;
2. Apply this theory to the design industry;
3. Demonstrate competencies in the skills required for advertising and sales;
4. Demonstrate the knowledge required to set up a business; and
5. Demonstrate competencies in presentation skills.

Essential Resources


Supplementary Resources