

# Dublin Business School (DBS) and DBS School of Arts

## Postgraduate Course Catalogue Spring 2019



## How to use this catalogue and record your choices

1. Choose your electives modules/course in order of preference 1 to 10 (the most important first (Number 1), the least important = Number 10)
2. Include the module or course code
3. Indicate the exact number of modules/courses required and the credits required

Number of Courses/Modules Required		<insert>	Credits Required	<insert>
Choice	Title	Code		
Example	Introduction to Politics	A6AR004		
1				
2				
3				
4				
5				
6				
7				
8				
9				
10				
<p><b>Note:</b> Course/Modules are approved and scheduled based on:</p> <ol style="list-style-type: none"> <li>(1) Order of preference</li> <li>(2) If a timetable conflict exists the highest preference is given</li> <li>(3) The number modules/courses scheduled will be the number indicated here.</li> </ol>				

Study Abroad Modules are drawn from accredited programmes leading to an award on the National Framework of Qualifications (NFQ). The Statement of Credits shows the credits attained by the student in the given semester for that module.

The value of modules contained in this Postgraduate catalogue are either 5 or 10 ECTS. Please contact [europe@dbi.ie](mailto:europe@dbi.ie) for further information on individual modules.

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## School of Arts Spring Semester Options

Year One	
Basic Concepts in Psychoanalysis	<b>A9PP156</b>
Psychoanalysis and Addiction: Theory & Technique	<b>A9PP162</b>
Cultural Issues in the Study of Addiction	<b>A9PP164</b>
Social Policies and Social Context of Addiction	<b>A9PP166</b>
Integrative Tutorial	<b>A9PP168</b>
Addiction Psychopharmacology	<b>A9PP174</b>
Occupational Health Psychology	<b>A9PS108</b>
Addiction and Rehabilitation	<b>A9PS116</b>
The psychological practitioner and the therapeutic relationship	<b>A9PS120</b>

*\*Pre Requisites can apply to modules at Level 9. Module selection and pre-requisites will be reviewed on application.*

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## School of Business and Law Spring Semester Options

Year One	
Advanced International Financial Reporting	B9AC100
Corporate Financial Management	B9AC102
Financial Analysis	B9AC106
Operation and Governance of Financial Markets	B9AC110
Treasury & Risk Management	B9AC114
Computer Systems Security	B9IS102
Enterprise Information Systems	B9IS104
Data and Data Analytics	B9IS106
Developing Content for the Cloud	B9IS108
Information Systems and Project Management	B9IS110
Theory of Cloud Computing	B9IS120
Information Organisation	B9LM106
Network Resource Management	B9LM108
Information Architecture	B9LM110
Management for Information and Library Professionals	B9LM112
Business Strategy	B9MG100
Human Capital Management and Development	B9MG102

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## School of Business and Law Spring Semester Options

Year One Continued	
International Management	B9MG116
Management Simulation and Personal and Professional Development	B9MG118
Performance and Reward Management	B9MG120
Personal and Professional Development	B9MG122
Project Management Planning and Control	B9MG124
Strategic Performance Management	B9MG130
Strategies for Human Resources	B9MG132
Work Based Learning	B9MG134
Innovation and IT Management	B9MG138
Developing Digital Media	B9MK102
Integrated Marketing Communications in a Digital Age	B9MK106
Performance Driven Marketing	B9MK110
Marketing Innovations	B9MK114
The Changing Consumer	B9MK116
Web Marketing Practice	B9MK118
Strategic Marketing Management	B9MK120

*\*Pre Requisites can apply to modules at Level 9. Module selection and pre-requisites will be reviewed on application.*

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## School of Business and Law Spring Semester Options

Year One Continued	
Programming Python for Data Analysis, Processing and Visualisation	
Statistics for Data Analytics	
Data Storage Solutions for Data Analytics	
Data Mining	
Machine Learning	
Applied Research Process for Data Analytics	
E-Business & Digital Marketing Regulation	
Sales Management in the Digital Era	
Digital Design & Development	
Digital Advertising & Online Strategy	
Inbound Marketing	
Data & Digital Marketing Analytics	
Applications in Entrepreneurial Finance	
Principles of Financial Markets & Financial Services	
Big Data Fundamentals & Analytics	
FinTech: Governance & Regulation	
Quantitative Financial Analysis	
Risk Management & Cybersecurity	
Digital Currencies & Blockchain Technologies	
FinTech: Ecosystem & Innovation	

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## School of Arts

### Spring Semester Options

#### Basic Concepts of Psychoanalysis A9PP156

This module provides an exploration and critical evaluation of those concepts of psychoanalysis that are most relevant for a psychoanalytic (and predominantly Freudian/Lacanian) understanding of addiction. This module starts off with an examination of the problem of diagnosis in the field of mental health. Then an in-depth investigation will take place of fundamental concepts such as the Oedipus Complex, the Castration Complex, the identity of the subject and Lacan's crucial clinical concept of *jouissance*. The module will finish with a thorough exploration of a diagnostic system based on Freud and further elaborated on by Lacan showing why it is highly relevant and effective for the treatment of addiction.

#### Psychoanalysis and Addiction: Theory & Technique A9PP162

This module provides the learner with a thorough conceptual, theoretical and clinical understanding of addiction approached from a psychoanalytic point of view. The module starts with an in-depth critical investigation and contextualisation of everything that Freud said about addiction throughout his work. Then the learner will be introduced to a complex Lacanian theory of addiction which includes a structural diagnostic system for addiction and its treatment. In addition other psychoanalytic theories of addiction are presented, always with special attention paid to ethical consideration and treatment of the addicted subject. This module will finish with a full exploration of the function of the transference in the treatment of addiction. Throughout the module there will be a constant critical examination of addiction as the paradigmatic way of suffering of the modern subject.

#### Cultural Issues in the Study of Addiction A9PP164

This module offers historical and contemporary cultural perspectives on the study of addiction. The module shows the development of the conceptualisations of addiction across time in order to facilitate current understanding of the addict across different parts of the world.

#### Social Policies and Social Context of Addiction A9PP166

This module familiarises the learner with National and European social policies relating to addiction, while giving the learner the means to also critically examine the impact of the policies. Rehabilitation strategies used in the community context are examined, alongside models of intervention and prevention.

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### **Integrative Tutorial A9PP168**

This module seeks to develop learners' ability to write a thesis, through facilitating progress in producing their own literature review and methodology for their research project. The module also further develops the learners' thesis writing and presentation skills.

### **Addiction Psychopharmacology A9PP174**

The module provides an overview of the nervous system at gross and cellular levels, and outlines the principles of psychopharmacology, describing how a range of psychoactive drugs affect mood and behaviour through action on the brain and body.

### **Occupational Health Psychology A9PS108**

This module develops the learners' comprehension of the field of occupational health psychology, while applying the theory to practice. It focuses particularly on promoting psychological health in the workplace, the role of the psychologist and the role of the individual employee in the stress and coping process. The term 'well-being' will be critically examined while considering how biological, psychological and social factors impact health outcomes in the applied setting of the workplace. Thus the important role of psychological well-being in all areas of working life is discussed and its impact on the individual, the family and the workplace. Particular constructs such as job satisfaction, communication, stress and burn-out will be discussed. In addition, the module focuses on employee-focused interventions designed to improve psychological well-being, including: the latest generation of cognitive-behavioural therapies (CBTs); mindfulness training; workplace counselling; internet-focussed interventions, nutrition, exercise and workplace interventions stemming from the positive psychology movement. Attention is also paid to the ethical and practical issues associated with promoting mental health in the workplace.

### **Addiction and Rehabilitation A9PS116**

This module will explore the complex concept of addiction and rehabilitation from a diverse range of perspectives - sociological, cultural, psychological, psychoanalytic and anthropological. It will encourage practical examination of the interaction of these perspectives as well as their differences. This module will incorporate a strong, theoretical understanding of theories of causation, approaches to treatment, rehabilitation, social policy and criminal justice concerns as well as the complex issues which arise in the context of problematic alcohol and drug use. Learners will explore a broad overview of key theoretical frameworks in relation to addictive behaviours, for example, gambling, sexual addiction, eating disorders and internet addiction. They will experience the practical application of their theoretical knowledge through a series of Clinical Visits to low, medium and high threshold addiction treatment and

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rehabilitation centres. The practical application will be enhanced by a series of Guest Lectures including a Drugs Liaison Midwife, a Counsellor working specifically with young at-risk teenagers and an ex-drug user relating a personal narrative.

### **The Psychological Practitioner and the Therapeutic Relationship A9PS120**

The aim of this module is to enable the learner to develop a detailed knowledge and critical understanding of the demands made on the person of the practitioner in handling a psychological therapy arrangement. The module will survey the different demands made by different modes of intervention from the manualised practice of cognitive behaviour therapy (CBT) to the transference-based forms of psychological work. Learners will become familiar with debate and studies on the question of handling a therapeutic arrangement.

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## School of Business & Law

### Spring Semester Options

#### Advanced International Financial Reporting B9AC100

This module encompasses application of the international accounting standards to business combinations at an advanced level. This module will further develop learners' skills in assessing and critiquing an enterprise's published consolidated financial statements.

#### Corporate Financial Management B9AC102

This module firstly examines the concept of shareholder wealth maximisation as the primary long term strategic business objective and subsequently focuses on the key financial decisions which influence shareholder wealth. Key decisions examined will include appraising investments, quantifying the risk/return relationship, identifying, evaluating and selecting the appropriate sources of finance and capital structure, the dividend distribution decision and company acquisitions/valuations. While the module will cover both the theory and the practical aspects of corporate finance, the emphasis will be more strategic and applied. Underpinning the module will be a focus on the international, economic, risk, regulatory and ethical factors impacting upon financial decision making.

#### Financial Analysis B9AC110

This module is designed to provide a thorough financial platform for business managers. It will enable participants to develop a knowledge and understanding of the implications of financial information and an ability to apply this information to practical management scenarios.

#### Operation and Governance of Financial Markets B9AC106

This is a contemporary and internationally oriented module. It examines the basic function of banking and its role in the wider economy. It goes on to consider the causes and consequences of the financial crisis globally, exploring malfunctions in market dynamics. There is focus on key issues such as Corporate Governance shortcomings and new models. The role of derivatives [credit default swaps and securitised debt] in globalising the crisis is assessed. The module also evaluates the contemporary challenges to the accepted doctrines of recent decades – efficient markets, light touch regulation, free market ideology, “too big to fail”. Finally the module assesses the old and new models of regulation for institutions and markets in the financial sector. Throughout, there is emphasis on the interplay between bank liquidity

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and solvency, as well as the crucial roles of credit creation and money markets whereby banks empower economic growth.

#### **Treasury and Risk Management B9AC114**

This module provides a detailed understanding of the design, implementation and limitations of current risk management practices within the overall Treasury function. All enterprises should attempt to optimise the risks involved in generating operating revenues. The learner will acquire an in-depth understanding of the risk management concepts, tools and techniques available to facilitate this activity - utilising both self-managed and risk transfer approaches.

#### **Computer Security Systems B9IS102**

Modern computing environments are particularly susceptible to the adverse threats of computer security issues such as malware, viruses and eavesdropping. This module will attempt to address these issues by providing detailed understanding of the threats to and vulnerabilities of modern computer systems and networks. It will provide practical exposure to overall computer systems security by 1) securing systems, 2) securing networks and 3) securing software through the use of security policies, securing network hardware and encryption. Knowledge of the technologies and software applications that support the secure deployment and maintenance of computer networks will enable increased protection for an organisation aiming to deliver a secure computer system.

#### **Enterprise Information Systems B9IS104**

This module will develop the learners' knowledge in the area of Enterprise Information Systems both from an architecture/technology perspective and from an organisational perspective. The architecture of an information system encompasses the hardware and software used to deliver the solution to the final consumer of services. It will examine architectures such as distributed systems, clusters, grids and cloud computing. The successful learner will acquire competence in enterprise system architecture to deliver organisational/business enabling software. The module will provide a key understanding of modern virtualisation techniques and technologies and will utilise these to facilitate lab work.

#### **Data and Data Analytics B9IS108**

This module builds on principles discovered in Advanced Databases, particularly web era 'Big Data' type nonrelation data stores. It provides an in-depth understanding of data intensive computing, data mining and data warehousing. Learners will master advanced concepts of data extraction, transformation and harness the power of 'Big Data' by utilising data analytics and data mining techniques to generate visualisation models/business intelligence from large amounts of data.

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### **Developing Content for the Cloud B9IS108**

Students will gain a comprehensive insight into the application of cloud-based technologies to real organizational needs. They will develop critical skills in analysing and evaluating the use of cloud applications in business and subsequently developing business solution based applications. Students will also develop practical and hands on technical skills with relevant cloud based services.

### **Information System and Project Management B9IS110**

This module aims to give the students a strong practical and theoretical underpinning in the field of Information Systems and Project Management. It is specifically designed to help students to further develop their understanding of project management and the many potential complex IS/IT management issues facing them in the contemporary organisation.

### **Theory of Cloud Computing B9IS120**

The module provides the theoretical context for study of the important area of cloud computing. There is a critical appraisal of the key drivers and potential pitfalls of cloud computing, along with exploration of the consequences of deploying computer services in this way. Learners are expected to engage in extensive reading and discussion on the topics presented.

### **Information Organisation B9LM106**

Information Organisation, the problem of how we can represent and organise information so people can find it, is a central problem of library and information science. This module provides an understanding of the nature of the problem and an introduction to the main approaches (both human and computer based) to organising and representing information for effective use. The module has a practical emphasis on international metadata standards, which it places within a wider exploration of the latest developments in information organisation.

### **Network Resource Management B9LM108**

This module enables the learner to strategically control and manage networked information resources in a modern borderless library setting. Learners will employ both theoretical and practical techniques in order to facilitate a seamless running of the library function.

This will include the learner gaining an appreciation of the legal and ethical issues that all current custodians of information now face.

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### **Information Architecture B9LM110**

This module is designed to explore the concepts and techniques for managing information in digital environments. Principles of Information Architecture (IA) can be applied to several systems such as digital libraries, content management systems (CMS) and e-commerce. This is a technical module and aims to provide an in-depth understanding of IA techniques required to design and develop Web sites/portals in organisational contexts. It provides an opportunity to enable learners to create, maintain and apply meta-data and controlled vocabularies in a complex range of electronic information management scenarios.

### **Management for Information and Library Professionals B9LM112**

This module will provide students with the awareness, knowledge, skills, concepts, and tools necessary to critically appraise and respond to the environment in which library and information services are operating. Learners will be enabled to evaluate and apply the key concepts of management and strategy theory and how they pertain to a library and information services environment. The module explores the concepts of business planning and strategy, resource management, collection management and procurement, measurement and impact management, stakeholder and customer relations, communication and marketing, human resources and staff development, and technology management. The module also considers the application of information management principles to knowledge management and how organisations create, curate and use knowledge and information.

### **Business Strategy B9MG100**

The module will provide students with the awareness, knowledge, skills, concepts, and tools necessary to critically appraise and respond to, the increasingly complex, global, volatile, and dynamic context in which organisational strategy formulation and implementation function today by making a detailed evaluative study of the nature of strategy content, and of strategic processes, in a variety of organisational/industry settings designed to enhance students' business research and problem-solving capabilities with their future career development sharply in focus.

### **Human Capital Management and Development B9MG102**

Providing the context for study of critical appraisal of human capital management and development, this interpretative module explores key concepts in human capital management and staff development. The module reflects all-important HR responsibilities with the deployment, development, motivation and reward of employees representing core HR activities.

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### **International Management B9MG116**

This module is designed to equip learners with the knowledge, skills and confidence to take a holistic, environmental, analytical and critical approach to major issues involved in the management of organisations in a global context.

### **Management Simulation and Personal and Professional Development B9MG118**

Providing the context for application of theories and concepts to the workplace, the management simulation will take the form of participation in a business game where learners will apply the knowledge they have gained to resolve a workplace problem incorporating role play. Students will assess their skill acquisition across the programme and prepare a Personal Development E-Portfolio which they can use subsequently to aid career choice and continuing professional development. Learners will complete Learning Logs as they progress to facilitate recording of skill acquisition. The module will also contain a series of Guest Lectures by Managers from various industry and service sectors.

### **Reward and Performance Management B9MG120**

This module examines performance & reward management issues in organisations. Students develop the theoretical and practical skills necessary to plan, monitor, measure, motivate, and improve performance. Students learn how to define and develop individual and organization-level performance indicators, align individual and organizational performance goals and objectives, measure and track performance, diagnose performance deficiencies, and develop and implement group and individually tailored performance improvement systems.

### **Personal and Professional Development B9MG122**

The purpose of this module is twofold. Firstly, this module will assist the learner in making the transition from an undergraduate to a postgraduate course of study. It will highlight to the participant the academic differences between a level eight and level nine programme of study. The module will focus the learner on the expectations of the lecturers and how they can meet these challenges.

Secondly, the module aims to improve DBS postgraduate learners' employability and readiness for further research through learner actions. Learners are required to research the labour market or opportunities for further academic development and are supported in working towards achieving their desired career outcome by specialised staff and module tutors. The ability of learners to critically reflect on their personal skills development acquired across the programme and apply this to other learning activities will be enhanced. This module will task learners with the development of an integrated and

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personal strategy to market and communicate their skills, professional competencies and personal attributes for career advancement.

#### **Project Management Planning & Control B9MG124**

Humans have been involved in projects for millennia ranging from construction, organisation and even warfare. Today, projects are vital for organisational growth and survival and for societal development. This module, as part of a project management stream will deal with the key role and responsibilities of the Project Manager along with the external relationships that must be maintained for competent project delivery.

#### **Strategies for Human Resources B9MG132**

The aim of this module is to give the learner a critical insight into people resourcing strategies and talent planning. The contextual and contingent activity of human resourcing strategies is recognised throughout all topics. These variables make it necessary for managers to be aware of the influences of the internal and the external environments - context is key. The module addresses both the breath of HR issues and includes all the activities essential for the acquisition, management and retention of talent from HR planning through to release from employment. An international context is also explored with reference to the transfer of HR practices in foreign locales whilst recognising the importance of culture diversity and managing ethically.

#### **Work Based Learning B9MG134**

Providing the context for application of theories and concepts to the workplace, the internship will facilitate the practical element of the programme. Students will assess their skill acquisition across the programme and prepare a Personal Development E-Portfolio which they can use subsequently to aid career choice and continuing professional development.

#### **Innovation and IT Management B9MG138**

Innovation is today becoming a watchword for how knowledge can develop ideas into new products and services while technological innovation, in particular has the potential to deliver real competitive benefits if properly managed and implemented. This module provides a thorough exploration and understanding of current theories of innovation particularly when considered in relation to rapidly changing technological environments.

#### **Developing Digital Media B9MK102**

The module starts with principles of digital marketing, addressing the digital marketing industry, its players and best practices. The aim here is for the student to appreciate how the marketing industry is

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being changed by the emergence of digital media and marketing (such as mobile & social web) channels. The focus then moves on to the development of useful digital marketing tools, with attention to the specific features of individual tools as applied to marketing scenarios. The assessment reflects the practical nature of the course with students responsible for developing and justifying a set of digital marketing tools for a predetermined purpose followed by a summative exam to confirm knowledge and understanding of the theoretical aspects of the module.

### **Integrated Marketing Communication in a Digital Age B9MK106**

This module will provide students with a comprehensive overview of contemporary integrated marketing communication in a digital age. It examines the evolution of the promotional mix to date and the challenges marketers face in a changing business environment. This module, underpinned by principles of marketing and consumer behaviour theory, provides a strategic approach to managing communications that builds upon a critical understanding of the promotional mix in the context of emerging technologies.

### **Performance Driven Marketing B9MK110**

Marketing is a concern for all people and organisations at all times. Successful marketing is based on an organisation wide philosophy that identifies, selects, provides, communicates and delivers value to chosen customer groups. Marketing as a management subject consists of a set of concepts and principles for choosing target markets, evaluating customer needs, developing products and services which satisfy wants, and delivering value to customers and profit or benefit to the company or organisation. This module is designed to provide a thorough emphasis on a strategic perspective by engaging the learner with specific tools and frameworks for making marketing decisions that take best advantage of the conditions in which the firm finds itself – both internally, in terms of the firm’s mission and competencies, and externally, in terms of the market and competitive context in which it operates. This performance-driven approach is evident throughout the course design and delivery. In all seminars learners will be required to make decisions in relation to different circumstances arising from the various assignments, for example, decisions in case studies leading to workable plans of action; decisions in the course project developing a profitable marketing plan; decisions in relation to the individual assignments and course contributions. Primarily, this approach builds learners’ skills in the process of decision-making and performance metrics, thereby enhancing their prospects of employment by being able to make worthwhile contributions to the company’s decision making from the beginning.

### **Marketing Innovations B9MK114**

This module provides an in depth knowledge of innovative marketing practices in the 21st century. Learners are challenged to think creatively and critically as they debate innovative marketing practices

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and issues. Learners will be encouraged to devise an innovative strategy for an entrepreneurial project. They will develop a critical appreciation of the new face of innovative marketing practices and will be able to apply their new innovative thinking to a challenging ever-changing environment.

### **The Changing Consumer B9MK116**

The Changing Consumer module provides learners with a robust analysis of the key individual and group orientated factors that drive consumption. Learners will dissect, analyse and debate theoretical perspectives and apply them to real world contemporary examples. The module specifically aims to integrate the main changes in consumption and ties together emerging trends in buyer behaviour and marketing with existing traditional perspectives. Classes are designed to be interactive with a strong emphasis placed on application.

### **Web Marketing Practice B9MK118**

This lab-based module offers students practical experience of how websites can be used for marketing purposes. Emphasis is on design and development from the requirements of the marketing discipline. Focus is split between front-end design aspects and behind-the-scenes aspects such as Web Analytics and Search Engine Optimisation.

### **Strategic Marketing Management B9MK120**

The module provides learners with a critical and in-depth knowledge and understanding of the philosophy behind strategic marketing management and the major models and techniques utilised in marketing globally. Additionally learners will analyse the influences on marketing strategy implementation and illustrate their ability to comprehend the allocation and development of marketing resources in challenging and unfamiliar market contexts.

### **Strategic Performance Management B9MG130**

This module seeks to provide learners with the ability to utilise advanced knowledge and skills and exercise judgment in selecting and applying strategic management accounting techniques in different commercial contexts including the international dimension. The module will contribute to the evaluation of the corporate performance at both operational and strategic levels and develop an appreciation of the contemporary issues in management accounting.

### **Programming Python for Data Analysis, Processing and Visualisation<sup>1</sup>**

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<sup>1</sup> Subject to validation

This module will show the learner how to use built-in data structures such as lists, dictionaries, and tuples to perform increasingly complex data analysis; use the internet as a source of data and to scrape, parse, and read web data as well as access data using web APIs. It will also explore how to store data as part of a multi-step data gathering, analysis, and processing and visualisation effort.

### Statistics for Data Analytics<sup>1</sup>

This module aims to advance learners beyond a solid understanding of the fundamentals of statistical analysis to develop the critical and analytic ability to successfully apply statistical tools and techniques in the domain of data analytics. Learners will begin by reviewing descriptive statistics, inferential statistics, and regression analysis. Learners will then advance their critical appreciation of the choice of techniques and tools available for analysing data for both data and big data analysis to a level 9 standard.

### Data Storage Solutions for Data Analytics<sup>1</sup>

This module aims to advance learners beyond a solid understanding of the fundamentals of databases and data storage to develop the critical and analytic ability to apply data storage solutions in the domain of data analytics. Learners will begin by reviewing relational database design, development and interrogation with SQL. Learners will then advance to the data warehousing and big data solutions and develop their critical appreciation of the choice of solutions available for storing data for both data and big data analysis to a level 9 standard.

### Data Mining<sup>1</sup>

This module aims to achieve a solid grounding in Data Mining techniques to a level 9 standard. The topics covered include data mining and predictive analysis. Learners will develop an in-depth understanding of data mining techniques. They will also examine the techniques involved in the Web Mining such as Web search, Web personalisation and recommendations, Web community domain analysis, fundamental principles, algorithms and research in these areas. Learners will develop skills to create Web data models and to build systems for Web search, personalisation and recommendations.

### Machine Learning<sup>1</sup>

This module aims to achieve a solid grounding in Machine Learning techniques to a level 9 standard. The topics covered include predictive analysis, machine learning, simulation, and optimization as well as elaborating on descriptive statistics, inferential statistics, and regression analysis which have been previously studied in the module “Statistics for Data Analytics”. Students will be introduced to probability distributions such as Gaussian, Binomial, Gamma, and Poisson distributions and will critique their practical use and implications.

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This module will enable learners to create more precise models of real world scenarios, addressing statistical problems via data analytics in a practical manner, using statistical software, e.g. R/Python, as well as distributed cloud solutions, such as Hadoop (Pig, Hive, Spark) with MapReduce. Learners will develop an in-depth understanding of the various models that can be applied to target domains e.g. business, societal, retail and financial. The material will be taught assuming students have taken Statistics for Data Analytics and Tools for Data Analytics.

### Applied Research Process for Data Analytics<sup>1</sup>

The Applied Research Methods leads learners through applied data analytics research projects under close supervisions to consolidate and embed the skills learned to date in an applied environment. This develops the learner's knowledge, understanding and experience of the processes underpinning applied research in the domain of data analytics and complements the theory learned in the Research Methods module. Learner's will combine and apply skills learned to date, including data management and visualization, modelling, and machine learning using their choice of data science tools such as SAS, R or Python, including pandas and Scikit-learn.

Data analysis tools and techniques will be consolidated to deliver end-to-end projects, equipping learners with the requisite skills to progress to independently delivering data analytics projects with minimal supervision.

### E-Business & Digital Marketing Regulation<sup>1</sup>

Technology has revolutionised how the business world functions and has created unending opportunities for firms of all sizes. Adopting an E-Business approach can create a competitive advantage for firms in multiple areas including marketing, sales, customer relationship management and supply chain management. This module will develop the learner's knowledge, skill and ability to critically evaluate the principles, legalities and practices of e-Business with particular emphasis towards understanding the legislation which regulates digital marketing and e-commerce.

### Sales Management in the Digital Era<sup>1</sup>

This module introduces learners to the challenges of successful sales management in the digital era with specific emphasis on affiliate marketing, email marketing and social selling using LinkedIn.

In today's competitive global environment, the role of the salesperson, marketer & analyst has converged and the modern sales person requires a set of competencies that include all of these skills in equal measure. This course will provide learners with the necessary tools to implement a sales management strategy in the digital era.

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## Digital Design & Development<sup>1</sup>

Digital marketing is a dynamic and technology driven sector with advances in audio, video, graphic design, mobile and content management systems creating new ways of communicating and understanding consumer behaviour. In today's market, the vast majority of commercial websites for organisations are built using content management systems such as WordPress, Joomla, Drupal or Squarespace. This module provides learners with an opportunity to learn how to create digital assets (including graphics & video) and a website using a self-hosted version of WordPress, enabling learners to gain first-hand experience with these technologies through building prototypes and evaluating case studies and digital marketing related plugins.

## Digital Advertising & Online Strategy<sup>1</sup>

Digital Advertising is a dynamic, multi-faceted and broad subject which encompasses numerous formats across multiple platforms including search, video, social media and display advertising. This module takes both a practical and theoretical approach to both planning and implementing a digital advertising campaign including strategy insights into the benefits, limitations and functionality of the main digital marketing channels including (but not limited to) AdWords for Search, Display & Video Advertising, DoubleClick Bid Manager for Display & Programmatic Advertising and Facebook Advertising including Power Editor.

## Inbound Marketing<sup>1</sup>

Inbound marketing concerns itself with marketing techniques to drive potential customers and qualified prospects to your business while also encouraging returning visitors and traffic. Inbound Marketing is achieved largely for free or at a low cost. This module takes both a practical and theoretical approach to both planning and implementing an inbound marketing strategy with particular focus on search engine optimisation, blogging and social media marketing.

## Data & Digital Marketing Analytics<sup>1</sup>

Enterprises now rely on their data assets to make informed and increasingly effective decisions. Data analytics involves processes and activities designed to obtain and extract useful information from available data stores. The age-old marketing phrase that “half your advertising budget is wasted but the question is which half?” no longer applies to many organisations which utilise data analytical tools to both analyse & optimise performance. This module takes both a practical and theoretical approach to data analytics and key performance indicators for digital marketing with particular focus on Google Analytics, Social Media Insights and Digital Advertising metrics.

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### **Applications in Entrepreneurial Finance<sup>1</sup>**

This module enhances the learner's ability to detect commercial opportunities in the current FinTech market, and nurtures the attributes required for the design of innovative financial applications. The module focuses upon the development of a viable business concept for the learner's dissertation research/artefact proposal, and evolves the learner's practical skills with an introduction to Python, the key programming language for commercializing FinTech applications.

### **Principles of Financial Markets & Financial Services<sup>1</sup>**

This module will provide learners with an introduction to the core principles of financial decision making, namely: the importance of asset valuation, the nature of risk and uncertainty, and the relationship between risk and expected returns. The module will also provide learners with an understanding of specific asset classes, the operation financial markets, the functions of the banking system, and other financial services.

### **Big Data Fundamentals & Analytics<sup>1</sup>**

This module will provide learners with an introduction to the fundamentals of big data and the practical experience of extracting value from big data. The module will specifically focus on the modelling, storage and access of big data, and emphasize the key techniques essential to evolving data analytics solutions. The module will also concentrate upon the importance of visualization in the effective communication and interpretation of data analysis in enhanced end-user decision making.

### **FinTech: Governance & Regulation<sup>1</sup>**

This module provides learners with an interrelated understanding of financial regulation and information governance. Financial regulation is an active public policy area and this module builds an understanding of the regulatory framework of financial services which supports the other major components of the course. The module also underpins the critical importance of information governance, and develops knowledge of key concepts such as confidentiality, integrity of resources and data security.

### **Quantitative Financial Analysis<sup>1</sup>**

This module will provide comprehensive understanding of the advanced quantitative methodologies and analytical techniques employed in the analysis of financial data. The module will focus on contemporary research and analysing data sets in a practical context. Learners will develop the ability to identify and define quantitative problems, select appropriate financial and quantitative tools and models, and apply these techniques within complex financial settings.

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### Risk Management & Cybersecurity<sup>1</sup>

Introduces learners to the critical importance of risk management within the financial services industry. The module will address a wide range of market, operational, regulatory and data protection issues with an emphasis upon effective cyber-security. Learners will develop the skills required analyse and implement appropriate risk management frameworks to real (evolving) world scenario's.

### Digital Currencies & Blockchain Technologies<sup>1</sup>

This module will introduce learners to digital currencies, related block-chain technologies, and the disruptive effect they are having upon financial markets, financial services and other domains. Learners will be equipped with the core foundational knowledge and the associated technical skills to review blockchain applications. Learners will also be provided with an appreciation of the regulatory challenges facing blockchain technologies.

### FinTech: Ecosystem & Innovation<sup>1</sup>

This module exposes learners to the broad FinTech ecosystem and will enable them to analyse how innovation is impacting the financial services industry. The module explores the disruptive nature of FinTech in specific markets segments, for example: personal finance and payments, peer-to-peer platforms, crowd markets, and robo investment advisors. The module will develop the learner's domain knowledge by focusing upon specific case studies and commercial FinTech applications.

Study Abroad Modules are drawn from accredited programmes leading to an award on the National Framework of Qualifications (NFQ). The Statement of Credits shows the credits attained by the student in the given semester for that module.

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The value of modules contained in this Postgraduate catalogue are either 5 or 10 ECTS. Please contact [europe@dbs.ie](mailto:europe@dbs.ie) for further information on individual modules.

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