



Course Equivalencies for University College Dublin – Ireland

UCD uses the European Credit Transfer System (ECTS). A full course load is 30 credits per semester. At undergraduate level each module is worth 5 credits and students take six modules per semester.

Exchange students in UCD can take less than six modules per semester if they have the permission of their home university but they must take a minimum of four modules per semester in order to be considered full-time.

ACCOUNTING

ACC30010 Taxation: = ACCT 399t This module explores the theory and economics of taxation, in addition to its practical application. Topics covered will include the development of the Irish taxation system, the economics and theory of taxation, the concepts of residence, ordinary residence and domicile. Capital gains tax and income tax are studied in depth and there is an introduction to Corporation Tax.

ACC30030 Cost Management: = ACCT 3613 Cost Management can be defined as the information set that managers need in decision making to ensure that the firm is successful. It includes both financial information about costs and revenues but also relevant non-financial information about quality, customer satisfaction and other critical success factors. Cost Management recognises that costs do not just happen they are caused. Topics covered include the strategic role of Cost Management systems, cost accumulation systems, Cost Management techniques such as activity based costing, customer profitability analysis, cost of quality reporting, target costing, life-cycle costing and bench-marking. The course also includes research findings on Cost-Management systems.

ACC30050 Corporate Governance: = ACCT 399t Company Law and Labour Law This Course looks at the formation of companies, promoters, lifting the veil of incorporation, prospectus, the Irish Stock Exchange and the floatation of companies. Shares, meetings of companies, capital maintenance, increase and reduction of capital, company borrowing, charges, corporate governance, minority remedies, the director of corporate enforcements office and dismissal law.

ACC30020 Financial Accounting 3: ACCT 399t This module develops students' knowledge of financial accounting and reporting by building on foundations laid at Levels 1 and 2. The module aims to improve students' ability to apply accounting methods to more challenging transactions and for more complex business structures than dealt with previously. The module focuses on the complex regulatory environment within which Irish companies report financial information in addition to developing in students a critical appreciation of financial reporting and its role in business governance systems.

ACC30040 Advanced Management Accounting: = ACCT 399t This course, which is based on previous courses in the discipline, is aimed at those students who, after graduation, will work in an

organisation that relies heavily on management accounting information for planning, evaluation and control purposes.

ACC30060 Financial Statement Analysis: ACCT 399t This course examines the use of financial statement information to construct equity valuation models. Upon completion of this course, participants will have a firm understanding of the uses and limitations of financial statement information. A particular emphasis will be placed upon contemporary concerns with multiple entities and complex allocations of property rights. These concerns include revenue recognition, off balance sheet finance, special purpose entities, pension accounting and financial instruments.

ACC30070 Taxation II: = ACCT 399t This module will explore the theory of taxation and its practical application. The topics covered will include review of the Irish Taxation system, Corporation Tax, Value Added Tax and Capital Acquisition Tax. The course will also include aspects of tax planning, tax case law and consideration of Ethics in Taxation in modern day Ireland.

MANAGEMENT

BMGT30200 Strategy Formulation & Implementation: = MGMT 399t Strategy addresses the central issues faced by managers when attempting to secure the long run viability of the organisation. The primary focus of the module is on identifying and analysing the sources of profitability available to the firm and on developing potential strategies around these elements. We will particularly examine the frameworks and concepts drawn on by managers when they make decisions concerning the scope, direction and competitive position of their organisations. The course focuses on four major themes: the internal/external analysis of the firm, business-level strategy, strategy under idiosyncratic industrial conditions and corporate strategy.

BMGT30060 International Business: = MGMT 4583 This course provides an introduction to international business, the main policy and institutional frameworks influencing the emerging global economy, and the effect on international trade and investment. Specifically, it will examine the reasons why international business has become so important, and the critical factors an enterprise may encounter in international business that may not be present, or not be so critical, in a wholly domestic business environment.

BMGT30100 Leadership and Change Management: = MGMT 4253 This course is designed to introduce participants to the theories, issues and practices of managing change in contemporary public and private sector organisations. Change comes from a variety of sources in the environment and it affects all types of organisations, whether they are business or voluntary organisations, public or private sector. The forces for change continue to grow and the pace of change is accelerating at an ever increasing rate. Organisations need to develop the skills, structures and technologies to manage complex technical and social systems and to develop flexibility and adaptability in the face of an increasingly unpredictable environment.

BMGT30130 Globalisation: = MGMT 399t The term globalisation has been used to describe a series of economic, geographical, social, and cultural processes that involve greater integration and homogeneity at an international level. As a business module, the focus of this course relates specifically

to the economic and geographical characteristics of globalisation and, at a practical level, its implications for business.

BMGT30240 Knowledge Management and Innovation: = MGMT 399t This module explores the nature and management of knowledge within contemporary organisations. In recent years there has been increasing recognition that a firm's main long-term source of competitive advantage lies in the careful management of its knowledge base. Firms are increasingly occupied by the need to understand, analyse, measure, and manage their intellectual assets, turning corporate wisdom into market value. This module takes a strategic perspective and explores the complexities surrounding the management of a firm's knowledge pool in the creation of competitive advantage. It is argued that in modern, knowledge based societies, possession of physical assets is rarely a source of sustainable competitive advantage. However, the control of intellectual assets, while crucially important, represents an area of high complexity, uncertainty and conflict. The module will critically explore a range of philosophical, strategic and behavioural issues associated with the development, acquisition, sharing, exploitation and protection of knowledge within and across organisations.

BMGT30090 Entrepreneurial Management: = MGMT 3933 This course will examine and discuss the processes and the issues involved in new venture creation. The course is based on the premise that there is a very identifiable process involved in setting up a new business, that it is possible to think your way through the process, to manage the process in a active way and to learn first hand about setting up and running a new venture by completing an defensible business plan. The course will help you to explore your own entrepreneurial abilities and will encourage this entrepreneurial behaviour in your business career. This behaviour may reflect action in the role of independent or corporate entrepreneurship, the repositioning of a family firm or, working as a support agent in a bank or public agency promoting enterprise.

BMGT30110 Business Excellence: = MGMT 399t This module examines the various continuous improvement and business excellence initiatives undertaken by organisations in the context of the necessity to participate in open, dynamic, competitive and changing market environments. Continual improvement and the pursuit of excellent performance is now an organisational priority to ensure organisations survive and prosper in their own particular market environment. Topics covered include the development of management system standards, continuous improvement initiatives, business excellence models, six-sigma quality, using statistical tools to improve processes and the analysis of specific contributions made by innovative and dedicated contributors to the field of business excellence.

HRM30010 Human Resource Management Techniques: = MGMT 399t Human resource management is concerned with the effective management of people. There is however no one 'best' way to manage an organisation's human resources and this course aims to examine the tensions and ambiguities commonly associated with HRM. Each of the core HR policy areas will be explored and students will be encouraged to critically assess recent trends and developments in HRM.

HRM30020 European IR and HRM: = MGMT 399t How is globalization and the European Union (EU) impacting on employment relations? Which are the most appropriate theories for explaining such impacts? What is the context for human resource management and industrial relations in other countries? What can we learn from the experiences of other countries? Which are the major issues in employment relations in Europe by comparison to the USA? In this module, Roland Erne, a leading scholar in

international and comparative employment relations, provides you with an introduction in European industrial relations and human resource management. The module is essential for students in international business, European law, industrial relations and human resource management. Moreover, students with an interest in European politics, sociology, and social justice will find the course also very inspiring. This module also includes a voluntary 3-day study trip to the EU capital Brussels. At this occasion students will get direct access to actors that shape the emerging multi-level European employment relations system, such as European employers and trade union federations, and the most important EU institutions (Commission, Parliament and Council). The trip will take place between Sunday 9 and Tuesday 11 October and will cost approximately 320 Euro (travel, accommodation, and programme costs).

HRM30070 Multinationals in the Global Economy: = MGMT 399t Managing People This module examines critical areas of human resource management in multinational corporations. Students will attend classes on core topics. They will also complete individual and team-based projects assignments in the Irish subsidiaries of multinationals, focused around a number of major themes. These include, globalization, multinationals and the Irish economy; strategy, structure and HRM in multinationals, pay and performance and employee voice and work organization

HRM30080 The Future of Work: = MGMT 399t Few subjects could be judged more vital than the prospects for work and employment. Will there be sufficient job opportunities to support the aspirations of future generations? Will workplaces in the future assume a radically different character? Are we witnessing a re-drawing of established divisions of paid and unpaid work? Commentators typically assert that the forces of globalisation and technology are challenging current patterns of working. At the extremes, pessimists conjure a haunting spectre of unemployment, insecurity and widening social divisions, while optimists claim that the emerging new knowledge economy will liberate employees from the dull and degrading jobs that stifled many working lives in the past.

HRM30050 Negotiation and Conflict Resolution: = MGMT 399t Negotiating skill is essential to managerial success, and critical in face-to-face business dealings with people sometimes representing opposing interests such as, representatives of other companies (or other departments in the same company), and union representatives. This course deals with negotiation in management-union settings, and focuses on the development of analytical and critical judgment skills as a foundation for sound negotiation practice.

HRM30060 Gender Equality and Diversity in Employment: = MGMT 399t The module is designed to equip students with some understanding of the dynamics of employee diversity and issues of equality in employment with a key focus on gender relations. Topics covered include theories of inequality in employment, debates and perspectives on approaches to equality and diversity, and remedies for inequality including legal and organisational initiatives.

ECONOMICS

ECON30110 Microeconomics II: ECON 3033 This is an advanced microeconomics course that analyses the problems of firm behavior and market interactions using calculus. It extends the analysis of microeconomic topics covered in the Microeconomics I, by delving further into market structures and economic efficiency. A reasonable level of mathematical background is assumed. Lecture topics include 1.

Market Structures (Monopoly, Monopsony, Oligopoly), 2. General equilibrium 3. Choice under uncertainty 4. Externalities and Public Goods 5. Game Theory

ECON30130 Applied Econometrics I: = ECON 4743 This course builds on a basic understanding of probability and statistics to introduce the topic of econometrics. Topics covered in the course will include: regression analysis; hypothesis testing; econometric modeling; heteroscedasticity; autocorrelation etc.

ECON30150 International Monetary Economics: = ECON 4643 This course will focus largely on how monetary policy is conducted by the world's major central banks and how it affects financial markets and the economy. The course has three parts. The first part provides an introduction to monetary policy, discussing banks and the financial system, how central banks influence the money supply and interest rates, how they affect financial markets and the economy, and what monetary policy can and can't achieve. The second part focuses on monetary policy in practice, covering recent developments in central banking around the world and taking a close look at the Fed and the ECB. Topical issues such as the global banking crisis, bank regulation, and current monetary policy actions, are discussed throughout the course.

ECON30180 Industrial Economics: = ECON 399t This module focuses at strategic decision making by firms. It may be divided in two parts. In a first part we examine the outcome, in price and quantity, different market structures reach. We consider perfect competition, monopoly, monopolistic competition and finally oligopoly. The second part looks at more advanced strategic decisions such as strategic pricing to deter entry, entry deterrence by other means than prices, collusion, price discrimination, product differentiation, investment in research and development, advertising. Each of these topics is analyzed using game theoretical frameworks. The approach is more analytical than descriptive

ECON30120 Macroeconomics II: = ECON 3133 This module will focus on a range of different topics in macroeconomics. The material will be drawn from a range of possible topics include theoretical modelling of long-run economic growth, evidence on cross-country growth patterns, expectations management in monetary policy, macroeconomic policy with a binding zero bound on interest rates, the role of the banking sector in the monetary transmission mechanism, and exchange rate regimes.

ECON30160 International Trade Economics: = ECON 4633 The course looks at international trade theory and policy. It will focus on four questions: (i) Why do countries trade?, (ii) What do countries trade?, (iii) Who gains from trade? (iv) How and why do governments intervene in trade? These questions are addressed by examining a few simple trade models.

ECON30190 Economics of Public Policy: = ECON 3333 This module is designed to acquaint students with key issues in public economics: the role of the public sector in a modern economy, the scope and justification of its intervention. positive analysis of government behaviour, welfare economics and public finance. It covers both theoretical contributions (second best theories, voting models, welfare grounds of inequality and poverty measures, theories of optimal income and commodity taxation) and empirical work (tax-benefit microsimulation models as a tool to analyse redistribution; empirical analyses of the effect of taxes on behaviours; applications of optimal taxation models to analyse actual tax systems).

FINANCE

FIN30030 International Financial Management: = FINN 3703 As the international company becomes the norm rather than the exception, the need to internationalise the tools of financial analysis is critical. In this module we examine the global financial environment, exchange rate systems and their determination, and international sources of finance for firms. This module also encompasses global risk management; we learn the tools and skills necessary to analyse, advise and recommend on the best approaches to managing exchange risks.

FIN30060 Insurance Regulation: = FINN 399t This module aims to provide students with an evidenced-based understanding of:-A rigorous presentation of the main components of insurance regulation in Ireland.-The Insurance Industry, with particular reference to the EU, including Ireland.-The importance of regulation in relation to Financial Stability and Consumer Protection.-The main forms of statutory and non-statutory regulation as it applies to insurance.-The main regulatory issues impacting on the Industry, including Solvency II.-Insights into the manner in which the global financial crisis has impacted on insurance regulation and compliance.

FIN30170 Advanced Corporate Finance: = FINN 3603 In this subject we build on the corporate finance content of 20010 Principles of Finance (or a similar introductory finance course). We cover the theory, practice and evidence on corporate investment and financing decisions: capital budgeting, capital structure, cost of capital, raising finance, dividend policy, agency issues, corporate control and governance.

FIN30080 Financial Institution Management: = FINN 3053 This module aims to provide students with an insight into the Management systems and strategic objectives which facilitate the operation of Financial Organisations, and the markets in which they operate. This includes a theoretically informed understanding of the nature of Financial Intermediation, as well as a practical grounding in key dimensions in the practical operation of financial institutions, these include, for example, the risks nature of banking risks, Asset and Liability Management, as well as regulation and the performance and Valuation of financial institutions. A feature of the module is guest presentations by specialist practitioners.

FIN30090 Treasury and Risk Management: = FINN 3623 This module provides an introduction to financial risk management. The course begins an analysis of futures and forward markets, pricing and hedging. The other risk management instruments we examine are cross-currency forwards, options, swaps, cross-currency swaps, interest rate derivatives and credit derivatives. The final section of the course focuses on use of the use of risk measurement and management techniques such as VaR (value at risk).

FIN30100 Investment and Portfolio Management: = FINN 3063 This course will provide a review of modern portfolio theory and investment analysis. The course begins with an overview of financial markets and instruments. In the first part of the course we examine portfolio theory - the principles of risk and return, and portfolio diversification. We then examine the valuation of equity and fixed income instruments, and the fundamentals of foreign exchange. Finally we apply the theory to practice, learning about active portfolio management and performance evaluation.

FIN30190 Behavioural Finance: = FINN 399t Behavioural Finance applies the theoretical and experimental methodologies and results of the cognitive sciences to questions concerning the ways in which individuals actually make financial decisions, in contrast to the traditional idealized economic models of choice behaviour. It also considers the impact of various individual psychological phenomena on aggregate market behaviour, addressing issues such as market efficiency and financial crises.

FIN30200 Econometrics of Financial Mark: = FINN 399t This course aims to provide student with a comprehensive understanding of the econometric methods used in financial economics. It explains the nature of time series econometrics and demonstrates its applications in business, economics and finance. We concentrate on the latest econometric tools used in analysing economic and financial time series data. Specifically we focus on issues such as: Stationarity, Cointegration and Error Correction Models, time varying volatility models and high frequency data analysis . The course material is closely integrated with the applications of the computer software RATS (windows version).

INFORMATION SYSTEMS

MIS20030 Business Information Systems: = ISYS 2263 The primary aim of the course is to give students knowledge of how information systems can be used to advantage in modern organizations and to equip them for management responsibility for information systems. Learning about different types of information systems, such as knowledge management and e-commerce systems, allows students to see the possibilities these different systems offer and the potential benefits they can give firms. The course also shows general methods for enabling systems to be developed and implemented successfully as well as methods that apply more specifically to particular types of systems.

MIS30010 Decision Analytics: = ISYS 399t Much of business decision-making has a common base, for example dealing with risk or identifying optimal levels of service to provide. The underlying models do not change although they are presented in very different forms as one moves from production management to marketing of services. Decision Analytics helps to develop an appreciation of these common structures. This becomes most helpful later in one's career as one moves into general management when it becomes important to have an ability to get a quick understanding of the dynamics of many different and apparently unstructured situations.

MIS30020 E-Business Solutions: = ISYS 399t This course aims to develop understanding of the technologies used in e-business and their application for commercial benefit. This entails description and application of the following topics:- computer networks and the Internet- e-commerce business principles- web site design good practice- the architecture of e-commerce applications- design and implementation issues.

MIS30040 Analytics Modelling: = ISYS 4293 In recent years, especially with the advent of high-performance computing, analytical and mathematical approaches have become increasingly important in addressing business, engineering and other problems; notably decision problems where a decision must be made subject to constraints such as limitations on resources; or data analytics problems where we seek useful information in a large dataset. This course introduces the concept of Mathematical and Analytics Modelling in Decision Problems, and surveys some of the major mathematical models used in such approaches. It concentrates on the versatile Linear Programming model (LP) and its relatives, and on network models, which apply when we are given several distinct points (such as cities) and links

connecting them (such as a road network). We will apply network models to Social Network Analysis, as an example of Analytics in action.

MIS30070 ICT & Organisational Innovation: = ISYS 399t Despite a widespread acceptance that modern information and communication technologies (ICT) have transformed contemporary social and organisational life, popular understandings of the nature of such transformations, the role played by ICT in them, and their social and economic implications are not well developed. This course attempts to address this problem by exploring the relationship between ICT and organisational innovation, with a view to better understanding a range of important contemporary social and management issues. In so doing, it will draw on bodies of social and organisation theory to develop some insightful perspectives on the manner in which ICT mediates, and contributes to the transformation of, key features of social and organisational life. In particular, technology will be viewed as something that is socially constructed and embedded, and not objective or deterministic in its effects. Topics covered may include: knowledge and its organisation/ management; emergent modes of distributed collaborative work and production; and implications for surveillance, privacy and management control in information intensive environments. Armed with a more sophisticated understanding of such issues, the student will be better equipped for the challenges of managing in the contemporary world.

MARKETING

MKT20010 Marketing: = MKTG 3433 The purpose of marketing is to create long-term and mutually beneficial relationships between an organisation and the public it serves. These relationships normally refer to commercial transactions but basic marketing principles apply equally to other fields such as the state sector, voluntary sectors and even politics. The essence of successful marketing is to combine a detailed understanding of market needs and dynamics with appropriate product/service offerings and effective communication programmes.

MKT30040 Consumer & Buyer Behaviour: = MKTG 3553 This module aims to provide students with insight into the factors and processes that lead to purchase and consumption decisions. Build around the decision making process the course examines both micro and macro factors that affects consumers including such areas as perception, learning and memory, attitudes, groups, social class and culture. Drawing on a variety of disciplines, such as psychology and sociology, a strong foundation is laid to acquaint students with the principles that they will require to make informed decisions as a marketing professional in the area of consumer behaviour.

MKT30050 Marketing Research: = MKTG 3633 Market research provides management with the information needed to identify and solve marketing problems. The overall objective of the course is to provide students with a fundamental understanding of the field of market research. This course is designed to introduce students to, and provide them with an overview of, the central concepts of market research, the methods of conducting market research and how to use research to solve the problems faced by marketing and business managers.

MKT30060 Strategic Market Management: = MKTG 4853 This module considers how companies plan and execute marketing strategies to meet the current and future needs of all their various stakeholders. It starts from an analysis of industry and market contexts which provide the opportunities and constraints within which companies have to develop their corporate, business and marketing

strategies. Strategic marketing challenges are considered for new start-up companies, for young, high growth companies, for leaders and followers in mature industries, and for survivors in declining industries. Specific aspects of marketing strategy considered are: market analysis and planning, targeting, positioning, new product development, branding, portfolio management, communications, pricing and distribution, organisation and productivity measurement.

MKT30070 Services Marketing: = MKTG 399t The main scope of this course will be to give students a solid grounding in the application of traditional marketing management techniques to all aspects of services firms. Students will be introduced to the unique challenges facing services firms in today's competitive environment. Each session will contain an element of lecturing, discussions, case study examples and recently published media, thereby allowing an interactive learning environment for students..

MKT30080 Global Marketing Management: = MKTG 4633 Semester The course introduces participants to the various aspects of international marketing with the principal objective of developing skills in the identification, analysis and solution of problems encountered in international marketing operations. International markets have become increasingly competitive due to company specific factors, public policy decisions and global competition. Managers are faced with international marketing problems, the solutions to which are facilitated by a deeper understanding of the central environmental, competitive, and company specific factors that underline the practice of international marketing

MKT30090 Marketing Communications in the Digital Age: = MKTG 4233 This module aims to equip students with a general understanding of marketing communications from an industry, firm, and consumer perspective. The concept of "how advertising works" will be covered and focus will be given to how companies set objectives for marketing communication activities. Other topics covered include an exploration of the alternative marketing communications options available to companies, focusing specifically on the areas of - sales promotion, public relations, sponsorship, direct marketing and interactive media.

SUPPLY CHAIN MANAGEMENT

BMGT30210 Management of Services: = TLOG 399t This module is designed to develop students' understanding of the theory and practice of services management. The unique characteristics of services present many challenges for demanders and suppliers in the marketplace. Among the topics covered in the module are services strategy; human resource management in service enterprises; information technology and service delivery systems; managing services demand and supply; internationalisation of services and project / event management.

BMGT30220 Supply Chain Management: = TLOG 3443 This module aims to provide insights into the processes, practices and current thinking in supply chain management. Supply chain management is the management of all the activities in business networks. This means managing the resources and relationships of not just your own company but also your suppliers and your customers. It is key to competitive advantage and is a very different way of thinking about business. This module will give students skills in managing supply chain issues, critical thinking, and analysing different practices and theory.