

Life changing learning

GALWAY BUSINESS SCHOOL





STUDENTS AT GALWAY BUSINESS SCHOOL



CONTEMPORARY BUSINESS MANAGEMENT CLASS AT GALWAY BUSINESS SCHOOL

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WELCOME FROM THE DIRECTORS



Galway Business School is situated on the shores of Galway Bay, just a 10 – 15 minute walk from Galway city centre. At Galway Business School, one of the leading independent third-level colleges in Ireland, we pride ourselves on our ability to respond quickly to the changing needs of students and labour markets.

With our commitment to flexibility, attractive progression routes for students and strong academic quality assurance, we can support you as you embark upon a lifelong learning journey.

This commitment to quality is underlined by the organisations that validate the programmes offered at the school and the academic policies and procedures that underpin these programmes.

The structure of our programmes emphasise the need for self-study and rigorous intellectual skills where an individual student's opinion matters. If you are the kind of student who enjoys being challenged - intellectually, socially and personally - then GBS is an institution you should consider for your studies.

WHY GBS

If you're seeking third-level qualifications with a view to achieving a successful career in the business arena, Galway Business School can help by offering:

An innovative portfolio of employment-relevant programmes



A menu of modules, so you can build qualifications at your own pace



An innovative learning environment



High levels of student support and engagement via small class sizes



Entry to programmes based on prior relevant experience



Key local and international networking opportunities



Academic leadership with highly experienced and expert faculty



An entrepreneurial spirit



A globally accredited world-class learning experience and qualification



Impressive graduate destinations





GRADUATION DAY, GALWAY BUSINESS SCHOOL



CLADDAGH, GALWAY CITY

Programmes



Bachelor of Business Degree

PROGRAMME CONTENT

Modules in year 1

Learn to Learn
Quantitative Methods
Introduction to Accounting
Introduction to Business & Management
Principles of Economics
Introduction to Marketing
Business Communications
Computer Applications for Business

Modules in year 2

Financial Accounting
Contemporary Business Management
Entrepreneurship (Elective)
People & Change Management (Elective)
Business Law
Consumer Behaviour
Marketing Research
Digital Marketing (Elective)
Sales Management (Elective)
Business Information Systems

ASSESSMENT

Assessment is through a combination of exam and course work throughout the programme.

Modules in year 3

Financial Management
Human Resource Management
Project & Service Management
Marketing Management
International Marketing
Strategic Management
Business Research Project

TRANSFERABLE SKILLS



Entrepreneurial Skills



Problem Solving



Persuasive Written
& Oral Communication

AWARD ACCREDITED BY





ENTRY REQUIREMENTS

Leaving Certificate – 5 passes or equivalent.

Maturity (age 23+).

Non-native speakers – 6.0 IELTS or equivalent is essential.

Non-EEA students can only do this part-time if you are resident in Ireland.

AWARD



Bachelor of Business (B.Bus) HETAC Level 7 Ordinary degree.

ACADEMIC PROGRESSION



Progression opportunities at GBS:

BA in Business Management Top-Up Level 8 degree (1 year)



Progression opportunities outside GBS:

Students are qualified to progress to a number of Level 8 degrees and subsequently postgraduate education at a number of national and international universities and colleges.

CAREER PROGRESSION



The roles that are open to you after you finish the B.BUS Level 7 are in Lower and Middle Management positions in Marketing, Business Development, Finance, HR and IT roles in a number of multinational and small to medium-sized enterprises in Ireland and internationally.

EXEMPTIONS



Previous ECTS attainment and previous relevant work experience may allow for certain modular exemptions on years 1 & 2.

BACHELOR OF BUSINESS DEGREE PROGRAMME DESCRIPTION

The Bachelor of Business programme (HETAC Level 7) is designed to give you the knowledge and skills to become graduates that employers actively seek out.

Students are given a solid foundation in the core disciplines of Finance, Management, Marketing, Strategy and IT.

Today's business world is rapidly evolving, and the key to success is creativity and innovation. This course reflects both best practice in business education and relevance to the real world.

Exercises like on-line business simulations and new business planning projects, foster imaginative thinking among our graduates. The emphasis on the practical application of theory is also evident through the use of interactive case studies, problem-solving tasks, project and team work.

Business graduates are in high demand worldwide. The diversity and multitude of careers with this business degree underlies its appeal for many students.



INTERNATIONAL BUSINESS CLASS



FINANCIAL MANAGEMENT CLASS



BREAK-TIME AT GALWAY BUSINESS SCHOOL

BA in Business Management - One year Top-Up Degree

PROGRAMME CONTENT

Modules in semester 1

Strategic Management 1
Research Methods
Financial Management
International Marketing

Modules in semester 2

Strategic Management 2
People & Change Management
Contemporary Business Management
International Business
Business Research Project

ASSESSMENT

Assessment is through a combination of exam and course work throughout the programme.

TRANSFERABLE SKILLS



Critical Thinking



Strategic Planning & Leadership



Data Research & Analysis

AWARD ACCREDITED BY



Prifysgol Cymru
University of Wales

DESCRIPTION

Our BA in Business Management one year Top-Up Degree allows you to upgrade your qualifications and gain an honours degree in one year. It is ideal for students who want to upgrade their Level 7 qualifications to an honours Level 8 degree. This degree focuses on how organisations operate - what they do, their styles of management and their business strategies.

The skills, competencies and knowledge you gain through research, analysis and presentation are exactly the skills required of successful managers in business.

By the time you graduate, you will be equipped with the skills to deliver a presentation confidently and you will also have built up your teamwork and leadership skills. You will have developed a business plan worthy of withstanding external scrutiny, and crucially, you will be able to relate to others and understand their needs.

What sets us apart is our small, interactive classes. This, coupled with our excellent links with local businesses, will empower you with an education rich on every front.



ENTRY REQUIREMENTS

Level 7 ordinary degree or equivalent.
Maturity (age 23+).
Non-native speakers – 6.0 IELTS or equivalent.
Non-EEA students can only do this part-time if you are resident in Ireland.

AWARD



BA Honours in Business Management.

ACADEMIC PROGRESSION

- ✓ Progression opportunities at GBS: Post-Graduate Diploma in Management Level 9 (1 year).
- ✓ Progression opportunities outside GBS: Students are qualified to progress onto a number of Masters Programmes, Level 9, at a number of national and international universities and colleges.

CAREER PROGRESSION

- ✓ The roles that are open to you after you finish the BA in Business Management are in Middle Management positions in Marketing, Business Development, Finance and HR roles in a number of multinational and small to medium-sized enterprises in Ireland and internationally.

EXEMPTIONS

- ✓ Candidates with at least 120 ECTs may be eligible for entry to this programme.

Postgraduate Diploma in Management

PROGRAMME CONTENT

Financial Decision-Making
Management of Change
Operations Management
People in Organisations
International Marketing Strategy
Contemporary Strategic Management

ASSESSMENT

Assessment is 100% examination-based.

TRANSFERABLE SKILLS



Manage time, Projects & Resources



Data Research & Analysis



Strategic Planning & Leadership

AWARD ACCREDITED BY



DESCRIPTION

Are you preparing to move into a more senior or general management position or are you simply seeking to upgrade your qualifications and broaden your management skills? Postgraduate Diploma in Management is ideally designed for practicing and aspiring managers like you.

You will gain expertise in core disciplines including finance, human resource management, change management, marketing and operations management.

Employers value Postgraduate Business Qualifications as evidence of high level business and management skills. These skills are in demand, increasingly so in times of economic uncertainty, and employers want practical experience, a thorough grasp of business, and the ability to lead at a strategic level.

Postgraduate business students add value and improve the success of their organisations. You can also expect it to have a positive impact on your career progression and can expect your salary to increase.



ENTRY REQUIREMENTS

Level 8 honours degree.

Maturity (age 23+).

Non-native speakers – 6.5 IELTS or equivalent.

Non-EEA students can only do this part-time if you are resident in Ireland.

AWARD



ICM Postgraduate Diploma in Management.

ACADEMIC PROGRESSION

✓ The Postgraduate Diploma in Management may be offered for entry to a wide range of MBA and Masters Programmes subject to the requirements of the relevant university.

✓ Certain universities give exemptions to successful graduates on this programme to complete either an MSc or MBA. In such instances, a dissertation needs to be completed to achieve the award, subject to certain criteria being met.

CAREER PROGRESSION

✓ Depending on experience, middle and senior management positions in Business Development, Finance, HR and Strategy roles in a number of multinational and small to medium-sized enterprises in Ireland and internationally.

Diploma in Marketing, Advertising & Public Relations

PROGRAMME CONTENT

Marketing
Advertising
Public Relations
Buyer Behaviour & Consumerism
Communications

ASSESSMENT

Assessment is 100%
examination-based

TRANSFERABLE SKILLS



Data Presentation



Creativity



Commercial Awareness

AWARD ACCREDITED BY



DESCRIPTION

This Diploma is for those with an interest in how and why people buy, how marketers design products and services for their consumers, and how they communicate with consumers through Advertising and PR.

Although this Diploma is a perfect launch-pad for those seeking a career in Marketing and PR, it is also ideal for you if you want to advance or broaden your career with a formal Marketing qualification.

The skills within the field such as writing, speaking, research and establishing relationships are important to any job so you will graduate prepared with real-world skills.

This Diploma will allow you to pursue a range of careers within Marketing, Advertising, PR and General Business, in both the private and public sectors. Roles could be in-house or working for specialised agencies in areas such as advertising, communications, branding and sales planning.

As well as the Diploma in Marketing, Advertising and Public Relations, you will receive a Certificate from the Irish Academy of Public Relations.



ENTRY REQUIREMENTS

Leaving Certificate – 5 passes or equivalent.
Maturity (age 23+).
Non-native speakers – 6.0 IELTS or equivalent.
Non-EEA students can only do this part-time if you are resident in Ireland.

AWARD



Diploma in Marketing, Advertising & Public Relations
Certificate from the Irish Academy of Public Relations.

ACADEMIC PROGRESSION

- ✓ The Diploma in Marketing, Advertising & PR may be offered for entry to a wide range of Marketing and PR-related degree programmes subject to the requirements of the relevant university. Exemptions may be given for some of the modules depending on the requirements of the degree programme.

CAREER PROGRESSION

- ✓ Entry level positions in Marketing, Advertising, Sales, PR.
- ✓ Fortune magazine has ranked PR as No. 8 on its list of best potential jobs.

University Foundation Programme

PROGRAMME CONTENT

CORE MODULES

Academic English
IELTS Exam Preparation
Communications
IT Skills
Intercultural Studies

SUBJECT SPECIFIC ELECTIVES

Business Modules

Numeracy & Statistics
Introduction to Marketing
Introduction to Business & Management

Engineering Modules

Calculus & Statistics
Physics
Natural Science

Science Modules

Numeracy & Statistics
Biology
Natural Science

ASSESSMENT

Assessment is a combination of exams and assignments.

TRANSFERABLE SKILLS



Cultural Awareness



English Language Skills



Preparation for College

DESCRIPTION

Galway Business School, in conjunction with our sister company, Galway Cultural Institute, offers an Undergraduate Foundation Programme, which prepares students to progress on to higher education in Ireland at undergraduate level. The programme offers English language classes with subject specific knowledge in the streams of Business, Science or Engineering. Students on this programme will be given conditional letters of offer from an Irish or UK college or university. Pending successful completion, you will be able to complete your chosen programme at your preferred college.

The transition to third level can be difficult for many students, particularly for non-native speakers of English. This programme is designed to offer the maximum support to students to ensure that you achieve the skills to study, and also gain a high level of English language proficiency, in preparation for life-long learning and success. Successfully completing this programme will serve as an excellent and formally recognised bridge between a student's current educational qualification and further studies in a higher education setting; one which will be welcomed by top-ranking Irish institutions. Finally, an appreciation of inter cultural differences are promoted through a number of programme learning tools and exercises.



ENTRY REQUIREMENTS

Completion of 12 years or more of High School with all pass grades (C or above) or equivalent.

Minimum IELTS 5.0 with no individual component less than 4.5 from a recognised IELTS testing centre.

If you do not meet the minimum English language requirements for direct entry to the Foundation year, you may undertake one of our English language programmes to bring you up to the required level for undergraduate study.

AWARD



Galway Business School Foundation Programme Certificate, with single subject certificates for the subject-specific modules.

PROGRESSION



Students on this programme will be given conditional letters of offer to partner colleges and universities subject to the requisite entry requirements being met. The programme must be successively completed to enter the chosen college.

Pre-Masters Programme

PROGRAMME CONTENT

Modules

Academic English
IELTS Exam Preparation
Communications
IT Skills
Research Methods & Applied Statistics
Business Research Project
Intercultural Studies

Semester 1

International Marketing

Semester 2

Strategic Management

ASSESSMENT

Assessment is a combination of exams and assignments.

TRANSFERABLE SKILLS



Research & Critical Thinking



English Language Mastery Skills



Postgraduate Preparation

DESCRIPTION

Galway Business School, in conjunction with our sister company, Galway Cultural Institute, offers an academic year Pre-Masters Programme, which prepares students to progress on to higher education in Ireland or the UK at Postgraduate level. The programme offers English language classes, together with specific business modules in each semester and facilitates access to postgraduate studies at an Irish or UK higher education institution.

This programme is designed to offer the maximum support to students entering 4th Level Education to ensure that you achieve the skills to study, and also gain a high level of English language proficiency, in preparation for life-long learning and success.

Successfully completing this programme will serve as an excellent and formally recognised bridge between a student's current educational qualification and further studies in a higher education setting; one which will be welcomed by top-ranking Irish institutions. Students are also required to complete a Business Research Project, where research methodology skills are a fundamental element. Finally, the awareness of how business interacts in cross-cultural domains and an appreciation of intercultural differences are promoted through a number of programme learning tools and exercises.



ENTRY REQUIREMENTS

Completion of recognised undergraduate qualification.

Minimum IELTS 6.0 with no individual component less than 5.0 from a recognised IELTS testing centre.

If you do not meet the minimum English language requirements for direct entry to the Pre-Masters programme, you must undertake one of our English language programmes to bring you up to the requisite level for Postgraduate study.

AWARD



GBS Pre-Masters Programme Certificate, with single subject certificates.

ACADEMIC PROGRESSION



The University Pre-Masters Programme at GBS facilitates access to Postgraduate studies at an Irish or UK higher education institution.

BENEFITS OF BUSINESS EDUCATION

Whatever your business goals, business education can prepare you to meet them now and in the future. It might be developing individual potential through the Postgraduate Diploma in Management. It might be setting standards and building teams through the Bachelor of Business, or it might be addressing skills needs with a wide range of business courses.

THE INDIVIDUAL

BUILD a successful career based on proven expertise
DEVELOP as a person and gain confidence
INCREASE your ability to influence your organisation
MAKE education part of your long term strategy

THE MANAGER

FOCUS on competitive strategy and business goals
SHAPE the business while delivering business results
COMPLEMENT industry expertise with transferrable management skills

THE STRATEGIST

DELIVER corporate strategy by tailoring business needs
MAKE a difference to organisational performance
DEVELOP long-term strategies for achieving change
EQUIP individuals to fulfil roles within the business

THE MANAGING DIRECTOR

DEVELOP effective leaders to drive future strategy
BUILD company culture - bring teams together
EQUIP your organisation for profitable growth
ESTABLISH and maintain standards of excellence



Galway Business School



GALWAY AS A DESTINATION



ECONOMIC HUB

Once you move into the working world, you'll find that Galway also has much to offer you and your career prospects. The city's strong economy is based on the medical technology, software, creative arts, tourism and education sectors, so there is a wide range of employment opportunities, for both national and international graduates.

In a study of the most promising investment locations in Europe, FDI Magazine - a Financial Times publication - has crowned Galway City a winner of a European City and Region of the Future 2014/15 title and ranked Galway City as Best Overall Micro City in Europe, 2nd place as Best Micro City for economic potential, and third best Micro City in business friendliness.





20

% OF GALWAY'S
POPULATION ARE
COLLEGE STUDENTS

SOCIAL & CULTURAL MECCA

As a university city, 20% of the city's population are students, giving it a lively, youthful energy. There is always something happening, from an array of festivals to accessible business and cultural events.

As a Galway Business School student, we actively encourage our students to get involved in local events and have fun in arty, bohemian Galway.

From its thriving business, musical and performance culture to its spectacular landscapes and its superb traditional pubs, Galway clearly has much to offer.

Galway is also home to the world renowned Druid Theatre Company, the Macnas Street Theatre Company and its many international festivals. There are also numerous internationally renowned literary, arts and sporting events hosted here every year.

EDUCATIONAL EXCELLENCE

Galway offers a unique student experience, and is promoted worldwide as a great destination to gain a high quality education.

A city of scholars, Galway has an impressive network of alumni spanning the globe, which include business leaders, poets, musicians, innovators, entrepreneurs, among others, including the Irish President.

ECO-FRIENDLY CITY

Galway preserves a clean and eco-friendly environment, with its inhabitants proud to contribute to this preservation. Galway is known as one of the green cities of Ireland, because of the city's activities that involve exemplary waste management and wind energy creation. It is an innovative and progressive city integrates green practices into the daily lives of its citizens. Being a compact city, it has one of Ireland's highest concentrations of pedestrians in an urban environment, reducing air pollution and traffic.



RENVILLE PARK, GALWAY



FOYER, GALWAY BUSINESS SCHOOL



SHOP STREET, GALWAY CITY



SPANISH ARCH, QUAY ST, GALWAY CITY



CONNEMARA, CO. GALWAY

TESTIMONIALS



I really enjoyed the BA in Business Management programme in GBS. The lectures challenged me to think analytically and critically. The subjects taught were interesting, practical and addressed the current needs of today's business world. It helped that the lecturers were highly experienced in their areas of teaching and the small class sizes made for a great class dynamic. I felt the modules and style of teaching on the BA have helped me enormously in the Masters programme I am currently completing.

CAROL GUILFOYLE

Graduated BA Business Management



Galway was a great experience for me, as a French student it was very beneficial for me to study through English. Lots of teacher interaction and a great atmosphere are two ways I would describe Galway Business School. Studying a BA in Business Management in this school gave me a cutting-edge degree and made me want to continue my studies abroad with a Masters in International Business Management at Bournemouth University."

JUSTINE LEVOS

Graduated BA Business Management



“ Studying Business Management at Galway Business School has contributed towards my personal development in ways I could never have imagined. Through the combination of excellent academic staff, well structured courses and a friendly and active student community – studying at GBS was a wonderful experience for which I am very thankful. The small interactive class structures enable students to learn from one another and to develop invaluable organisational, teamwork and leadership skills. Having completed my undergrad, I studied a Masters in International Business and I am now thriving in a very successful career in New York.

NICOLA CONNEALLY
Graduated BA Business Management



“ I returned to further education for a variety of reasons but mainly for self-development. I am delighted I chose Galway Business School to partner me on my journey. The staff are very supportive and are always available to answer questions and help out where required.

The lectures are very well delivered and interesting. I graduated with a first class honours BA Degree in Business Management and as a result, the academic world is my oyster.

JIMMY NORMAN
Graduated BA Business Management

INTERNATIONAL STUDENTS FAQs

Do I need a visa to come to Ireland?

If you are from the EEA, Norway, Liechtenstein, Iceland or Switzerland, then you do not need a visa to come to Ireland.

The rest of the world is divided into two lists for the purposes of student visas – those who need to obtain a visa before travelling to Ireland and those who will validate their visa once in Ireland. If you are not sure about your visa status, go to www.inis.gov.ie or email us for more information.

Can I work in Galway?

Students from EEA countries, the EU, Norway, Liechtenstein, Iceland and Switzerland may work unrestricted in Ireland.

Students from outside the EEA may work under certain conditions providing they have enrolled on a course of minimum 25 weeks in duration listed on the Internationalisation Register - check www.nqai.ie. You are then allowed work 20 hours in term time, and 40 hours during holidays. Galway is a tourist destination and students generally work in the hospitality sector.

Do I need health and travel insurance?

All students should provide their own health and travel insurance to cover medical care and to insure against loss of luggage, cancellations, course fees etc. If you are undergoing medical treatment, you should bring a medical certificate and sufficient medicines to cover your stay in Ireland.

Students from EU countries should bring their EHIC Health Insurance Card. This entitles you to free emergency care.

Students from non-EEA countries are obliged to purchase emergency medical insurance to cover the full length of stay in Ireland. This is the minimum insurance needed to comply with visa requirements. Galway Business School can provide you with suitable health insurance.

Do I need accommodation in Galway?

We can organise your accommodation in student residence (flat share) or in host family accommodation. You can book your accommodation with us for a short or extended period of time.

Will my mobile phone work in Galway?

Most international mobile networks have agreements with Irish mobile phone networks. Please check with your network before you travel. Once you are in Galway, we recommend that you purchase an Irish SIM card or a Ready-to-Go phone as it is usually cheaper than using your own phone. WIFI is free and available in the school.

What is the nationality mix?

GBS's nationality mix policy controls the maximum number of any one nationality so that your experience is truly enhanced and you can meet people from all over the world on our courses.

How is the school curriculum organised?

Galway Business School offers a range of internationally recognised programmes validated by Irish and UK awarding bodies. Programme Learning Outcomes are achieved through a Teaching, Learning and Assessment Strategy which aims to help you achieve your full potential. Attendance is obligatory.

This includes attendance at induction, lectures, workshops, revision and all scheduled sessions. Some sessions may be timetabled on Saturdays.

Students are expected to engage in the learning process in all sessions so that they gain and contribute to their own and others learning experience. All students are required to have their own laptop, calculators, pads and pens for use in class or study.

As we are environmentally conscious, we have developed a Virtual Learning Environment to support student learning and to minimise waste in the form of photocopies and hand-outs.

What happens during my first week?

The first week of your programme will be an induction week. You will receive a student handbook which contains detailed information on your course, including curriculum content, reading lists, assessment dates, examination dates and regulations, referencing guidelines, information on the online library and VLE (Virtual Learning Environment).

The induction session will take you through the handbook, introduce staff members and familiarise you with the school facilities.

Where do I go when I have a question?

You can come to Reception at any time to get more general information. If you want to discuss your course in more detail, you can make an appointment to speak to the Registrar or a member of the academic team.

How do I get to Galway?

We can organise your transfer from the airport and / or bus station directly to your accommodation in Galway. We recommend either Go Bus or City Link bus services as being very efficient and affordable and regularly provide a non-stop service (about 2.5 hours) from Dublin airport to Galway.



www.gobus.ie

transfer from Dublin Airport to Galway by bus



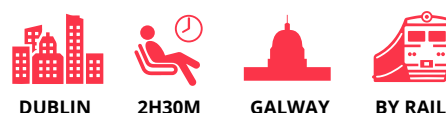
www.citylink.ie

transfer from Dublin Airport to Galway by bus



www.buseireann.ie

transfer from Dublin city or Shannon to Galway



www.irishrail.ie

transfer from Dublin city to Galway by rail

While every effort has been made to ensure that the information contained in this brochure is correct, the school is not liable for any errors herein.



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Galway Business School

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