A world of Business choice awaits you at Maynooth!

Choose Work Placement or Study Abroad to convert to a 4 year degree.

Our philosophy is to provide students with research-informed, practice-engaged, and solutions-orientated Business and Management education.

E: business@mu.ie  W: www.maynoothuniversity.ie/business
Scholarship Opportunities

Academic and sport scholarships are available at Maynooth University. We encourage achievement and, where possible, reward that achievement. A number of scholarships are therefore available to incoming and continuing undergraduate students.

Further information: www.maynoothuniversity.ie/study-maynooth/undergraduate-studies/scholarships

Study Year Abroad & Work Placement Options

All Business students have the option of undertaking a study year abroad and our single honours students can also undertake a work placement year.

Both of these options are subject to availability and are offered to students on a competitive basis.

CAO Small Print

To study Business at Maynooth, you do not have to have studied the following subjects for the Leaving Certificate:

- Business
- Economics
- Accounting
- A third language is not required for any single or double honours programmes (MH404, MH405, MH407, MH411 & MH502)

- **What you do need is:** Irish (O6/H7) (not required if an NUI exemption has been granted)
- English (O6/H7)
- Mathematics (O4/H7)
- For Business through Arts (MH101) only, a third language is required (not required if an NUI exemption has been granted)

Our Mission

Maynooth University School of Business is focused on developing critical thinkers and creating impactful knowledge for our community. We do so through a multi-disciplinary, egalitarian, research-informed and externally-engaged approach to learning.

Ár Misean

Tá Scoil Gníomhaíochta Mhá Nuad dírithe ar smaointeoirí criticiúla a fhorbairt agus ar eolas a bhfuil an-thionchar aige don phobal a chruthú. Tugaimid faoi seomra le cur chuige cothromaíoch, ildisciplíneach i leith foghlama atá a mhúinlú ag taighde agus i dtéagmhaíl leis an bpobal.
The BBS in Business and Management is the School of Business’ flagship undergraduate degree programme, offering a comprehensive coverage of all major elements of business and our widest range of optional modules. Students will obtain a grounding in all the major functions of business, including management of people, marketing, international business, accounting, economics, management information systems, supply chain management, innovation, and strategy. Although understanding people and social contexts is core to the degree, a large emphasis is placed on the social, environmental, and ethical responsibilities of managers in this programme.

In first year students obtain a grounding in the key elements of business and management. In their second year they explore the functions of business in more depth, with a combination of core modules and optional choices. In third year, students can either take a work placement or a study abroad year, improving their employability, or they can proceed directly to final year. In final year students explore the strategy of organisations, advanced topics in each of the main business disciplines and have a wide range of optional modules to choose from. All of our business courses at Maynooth bring unique aspects which develop you, the student, as a person/leader; ensuring that you understand how we can build sustainable businesses that promise a better future for everyone and bring innovation into everything we do.

Management is the practical art, science and craft of achieving change and getting things done through and with people. People who study management are sought after to lead teams and organisations in all sectors.

Why study Business and Management?

What is this programme about?

The BBS in Business and Management is the School of Business’ flagship undergraduate degree programme, offering a comprehensive coverage of all major elements of business and our widest range of optional modules. Students will obtain a grounding in all the major functions of business, including management of people, marketing, international business, accounting, economics, management information systems, supply chain management, innovation, and strategy. Although understanding people and social contexts is core to the degree, a large emphasis is placed on the social, environmental, and ethical responsibilities of managers in this programme.

In first year students obtain a grounding in the key elements of business and management. In their second year they explore the functions of business in more depth, with a combination of core modules and optional choices. In third year, students can either take a work placement or a study abroad year, improving their employability, or they can proceed directly to final year. In final year students explore the strategy of organisations, advanced topics in each of the main business disciplines and have a wide range of optional modules to choose from. All of our business courses at Maynooth bring unique aspects which develop you, the student, as a person/leader; ensuring that you understand how we can build sustainable businesses that promise a better future for everyone and bring innovation into everything we do.

How will this help my career?

The beauty of this degree from an employment perspective is that the skills and knowledge you gain enable you to have a career in a wide range of organisations from large multi-nationals to small entrepreneurial firms, from public to private sector firms and also non-profit organisations. All these need management capabilities and our graduates work right across all sectors here in Ireland and abroad. Most major Irish and international organisations have graduate development programmes for aspiring managers and offer the potential for a great career and international travel. Graduates can expect to take up roles in general management, consulting, marketing, human resources, sales, administration, service delivery and support, supply chain management, and finance amongst many other careers.

What are my career options?

Graduates from this programme have successfully secured employment, graduate traineeships and other opportunities in practically every sector in Ireland and abroad.
What do we offer?

BBS students can complete their degree in three years or broaden their degree to a four-year degree by completing a placement or undertaking a year of international study abroad. If single honours programme students complete a year of study abroad after their second year, they will graduate with a BBS (International). If they complete a year’s work placement in their third year, they will graduate with a BBA (Bachelor of Business Administration). These different offerings all say different things to employers, so you can choose which one best suits your ambitions.

What will I study?

In first year you will study the fundamentals of Business and Management. Modules provide students with the opportunity to develop as a person and business communicator (for instance, through our professional and learning skills module), and to learn the core knowledge needed to be an effective manager (including understanding the business model of a firm as a whole, marketing, understanding how people behave in organisations and can be effectively managed to deliver outcomes for clients, the process of competition, innovation, the fundamentals of accounting, and business ethics).

In second year, the emphasis changes to understanding the core functions of business and how to use the structures of organisations to achieve outcomes for clients. Students study areas such as Human Resource Management, Marketing, Supply Chain Management, Information Systems, Accounting, and a range of additional optional modules.

In the final year, we examine how all of these functions and theories tie together at the strategic level, as well as enabling you to choose advanced optional modules to deepen your understanding of business in general, or a specific functional area. As the programme advances, opportunities to select modules grow. This gives students increased leeway to select modules which suit their own professional interests and to explore ways in which they can determine the unique value that they can offer to organisations, markets and society as a whole.

Can I do a Masters?

Maynooth University has a growing range of Masters’ programmes for graduates. Many of our students go on to undertake the MSc in International Business, MSc in Strategic Marketing, MSc in Strategy & Innovation, MSc in IT-Enabled Innovation and MSc in Business Analytics (likely 2020) at Maynooth University School of Business, all of which are available full and part-time. Other students choose to pursue further study in universities here in Ireland and abroad.

Where can I find more information?

For more information on the BBS Business and Management degree, please contact business@mu.ie or the Programme Directors, Dr Marian Crowley-Henry, at marian.crowleyhenry@mu.ie and Dr Ruifang Wang, at ruifang.wang@mu.ie. Alternatively, you can visit our website at www.maynoothuniversity.ie/business.
Why study Marketing?
This degree combines general management knowledge with the focus on different aspects of marketing. It covers everything you need to know to get started on a successful marketing career in Ireland or abroad. As a marketing professional, you have to be both creative and solution orientated. Our BBS Marketing at Maynooth focuses on developing creativity and problem-solving skills in students and ensures that our graduates possess the knowledge and skills required to approach any marketing task in a systematic way.

What is this programme about?
This programme of study allows students to enjoy both the theory and practical application of marketing in the real world. This is achieved through interactive teaching, case studies, live projects with industry and presentations. This programme is designed to assist the development and learning of the student in terms of their knowledge as well as providing them with an important toolkit for the world of marketing. This is an enjoyable, exciting and engaging programme which will challenge students to think about marketing from multiple perspectives and enable them to design marketing strategies to meet the needs and wants of the modern customer or business. Are you ready for this challenge?

How will this help my career?
Key graduate employers underline marketing as an area where jobs are likely to flourish in the next five years. There are a wide range of opportunities including media, advertising, public relations, event organising, fundraising, lobbying and research. A recent study estimates that marketing graduates can expect to earn between €28,000 and €40,000 in entry level marketing positions, such as marketing or digital / online executive in Ireland in the first four years of employment (Marketing Institute of Ireland & Alternatives Group, 2018). Major Irish and international organisations have graduate development programmes for aspiring marketing managers and offer the potential for a great career and international travel. The education you receive on this degree will prepare you for a vast range of opportunities, providing you with in-class experience as well as building core skill sets; such as communication and leadership.

What are my career options?
Graduates can expect to take up roles in marketing, digital marketing, social media management, sales, general management and consulting in Irish or international organisations. In the public sector, there are roles in state agencies, voluntary organisations, the civil service, charities, NGOs, and others, all of whom hire marketing graduates. Many of our students have also gone on to further study at leading universities abroad. Maynooth also has a growing range of masters’ programmes for graduates.
What do we offer?

It is our aim to be at the forefront of delivering innovative, engaging programmes for future leaders in the field of marketing. We undertake research and deliver teaching with the aim of making a difference. Innovation underpins everything we do.

What will I study?

You will study a wide range of interesting and engaging topics. Each year, we add new and interesting courses for students to take. Here is a sample of what is on offer:

**In your first year**, you will study modules such as Consumer Research and Marketing, Consumer Behaviour, Organisational Behaviour & Management, Introduction to Managing Innovation, Business Landscapes, Accounting, and Economics. These modules will provide you with a solid foundation for your marketing studies.

**In your second year**, you will master the functional aspects of marketing and management through modules such as Digital Marketing, Brand Management, Marketing Management, Integrated Marketing Communications, and International Business. In addition, students can complete their two optional modules in other business disciplines, such as Project Management, or a wide range of other subject areas, such as education, science, languages, or media studies.

**In your final year**, you will adopt a more strategic approach to Marketing through your study of modules such as Contemporary Issues in Marketing, Social Media, Business Analytics, Strategic Management, Innovation Management, Global IT Business Intelligence and Sustainable Business and Responsible Management.

Can I do a Masters?

Maynooth University has a growing range of Masters’ programmes for graduates. Many of our students go on to undertake the MSc in International Business, MSc in Strategic Marketing, MSc in Strategy & Innovation, MSc in IT-Enabled Innovation and MSc in Business Analytics (likely 2020) at Maynooth University School of Business, all of which are available full and part-time. Other students choose to pursue further study in universities here in Ireland and abroad.

Where can I find more information?

For more information on the BBS Marketing degree, please contact business@mu.ie or the Programme Director, Dr Christian Martin, at christian.martin@mu.ie.
Why study International Business?

International business is about doing business in different countries and managing people and organisations in an increasingly globalised world. To effectively compete in this changing business landscape, organisations must offer goods and services across nations, regions and continents outside of their home market and must also manage increasingly diverse workforces as nations, cultures and markets converge. International business provides the strategies, insights and skills to respond to these challenges, enabling organisations to manage diverse people and operations, and compete for customers across the world.

What is this programme about?

We offer modules that will develop both core business management knowledge and modules that provide a more specialist understanding of the international aspects of business. Core business module units include management, marketing, innovation and business ethics. In addition, you will concentrate on learning about managing people and organisations when doing business in international environments. You specialise further in final year studying how multinational businesses operate at a strategic level and choosing from a wide range of options available.

How will this help my career?

Today’s business world transcends traditional borders and one of the most important things to understand is that business is conducted differently in different cultures. The broad range of business skills and topics studied in your degree can lead to just about any career. Building or running a business certainly takes some natural talent, however understanding how international business works through this degree can take that talent to the next level. With business being ever more global, completing this degree could literally take you anywhere in the world!

What are my career options?

Our International Business degree provides an excellent foundation for a wide variety of careers in business, including: entering employment in the Irish operation of a major multinational, working with Irish companies who supply to international customers, consulting and helping organisations to internationalise and grow, and managing a diverse workforce. Opportunities also are available at a policy level working for national organisations to promote Ireland as a destination for inward investment and for internationalising Irish business.
**What do we offer?**

International Business students have the option of applying for a four year degree with a work placement or study year abroad, thus combining what you learn in university with the world of work or insights into another culture.

**What will I study?**

We offer students a thorough education in International Business and an understanding of how it is embedded in Business and Management. In first year you will study *fundamentals of global business, management and marketing*. In second year you will take *specialist international business subjects* for *insight into international cultures* and *managing international people and organisations* in addition to modules on the wider functions of Business Management. Final year incorporates modules on *managing multinational corporations*, with options in marketing and entrepreneurship and a range of core and optional management modules. Students who opt to take a work placement in 3rd year (subject to availability) are conferred with a BBA in International Business after 4 years of study.

**Can I do a Masters?**

Maynooth University has a growing range of Masters’ programmes for graduates. Many of our students go on to undertake the MSc in International Business, MSc in Strategic Marketing, MSc in Strategy & Innovation, MSc in IT-Enabled Innovation and MSc in Business Analytics (likely 2020) at Maynooth University School of Business, all of which are available full and part-time. Other students choose to pursue further study in universities here in Ireland and abroad.

**Where can I find more information?**

For more information on the BBS International Business degree, please contact business@mu.ie or the Programme Director, Dr Richa Chugh, at richa.chugh@mu.ie. Alternatively, you can visit our website at www.maynoothuniversity.ie/business.
Why study Entrepreneurship?
Entrepreneurship plays an important role in the creation and growth of businesses, as well as being central to the growth and prosperity of regions and nations. This Entrepreneurship programme therefore supports and advances the entrepreneurial mind-set of our students, providing a dynamic learning experience for our future business leaders.

What is this programme about?
This is a programme of study that supports and develops your entrepreneurial learning whilst also providing you with a comprehensive business foundation. You will learn how to develop and deliver ideas using the latest business models and frameworks for use within a business setting or if you wanted to explore your own business idea. This degree also enables you to develop valuable skill sets and perspectives such as creative problem solving, diagnostic skills, communication, and project management skills through case based teaching, simulation and interactive client based projects.

Our degree provides students with valuable insight into business and entrepreneurship through engaged local and international faculty who have a wealth of experience from industry engagement and academia. Entrepreneurship students at Maynooth are offered exceptional flexibility and choice. This degree offers students insights into all of the major functions of business, as well as the opportunity to undertake specialist options in the subjects that you most enjoy and that you feel supports your development as an entrepreneur. Entrepreneurship students also have the option of taking a four year degree with a work placement or study year abroad, thus providing you will an opportunity to gain experience in industry and /or learning within an other culture.

How will this help my career?
Business graduates are consistently among the most employable in the Irish Education system. The education you receive on this degree will prepare you for a vast range of opportunities, providing you with in-class experience as well as building core skill sets such as communication and leadership.

What are my career options?
Entrepreneurship students have a wide variety of career choices available. You can work within a business or start up your own business building upon your own entrepreneurial ideas that have been developed and supported throughout the duration of your undergraduate degree programme. You can enter business, public or third sector jobs. Careers in consulting, research and design, public service and not-for-profit organisations are also common. Entrepreneurship is also global in nature so your opportunity to stay local or to work abroad is also an option.
What do we offer?

The learning experience of this programme is designed to be formative, creative and dynamic, providing students studying Entrepreneurship both in class learning and industry engagement experiences. Entrepreneurship students benefit from a flexible choice of subjects that serve to stimulate their interest in areas ranging from marketing, management, organisational behaviour to managing innovation, all set within the context of local as well as international environments in addition to small and large firm operations. In addition, students will have the opportunity during this programme to develop their skill set further through the options of a work placement or a study abroad experience in their third year of study, or students can choose to continue on their studies to final year.

What will I study?

You will study a wide range of interesting and engaging topics which are addressed to meet your needs:

**In your first year**, you will study the core processes of entrepreneurship within a large and small context with modules such as Business Models and Marketing, Introduction to Managing Innovation, Business Landscapes, Accounting, and Economics.

**In your second year**, you will study the challenges and opportunities for entrepreneurs in ideation and scaling their business, with modules such as Marketing Management, Organisational Design and Management, Operations and Supply Chain Management, Human Resource Management, Project Management, and Introduction to Management Information Systems.

**In your final year**, you will adopt a more strategic approach to Entrepreneurship through your study of modules such as Strategic Management, Innovation Management, International Corporate Entrepreneurship, Global IT Business Intelligence and Sustainable Business and Responsible Management.

Can I do a Masters?

Maynooth University has a growing range of Masters’ programmes for graduates. Many of our students go on to undertake the MSc in Strategic Marketing, MSc in International Business, MSc in Strategy & Innovation, MSc in IT-Enabled Innovation and MSc in Business Analytics (likely 2020) at Maynooth University School of Business, or the MSc in Design Innovation at the Department of Design Innovation, all of which are available full and part-time. Other students choose to pursue further study in universities here in Ireland and abroad.

Where can I find more information?

For more information on BBS Entrepreneurship, please contact business@mu.ie or the Programme Director, Dr Christina O’Connor at christina.oconnor@mu.ie. Alternatively, you can visit our website at www.maynoothuniversity.ie/business.
Following extensive consultation with and feedback from all sectors it was felt that there was a need for a degree course that would concentrate on the business, financial management and administrative requirements of the equine industry. It is primarily a business degree but based about and tailored to the equine industry. It focuses on developing professional management capability to work in the industry. The programme covers management, economics, human resources and financial accounting as part of an extensive syllabus that introduces students to the equine industry and provides them with a detailed understanding of the key areas of the industry in Ireland and internationally.

Why study Equine Business?

The equine industry in Ireland is an important indigenous industry with an economic impact of more than 2.66 billion Euro (Deloitte, 2017; Corbally & Fahey, 2017). It is an important employer especially in rural areas contributing to the maintenance and development of the rural infrastructure. It is a distinctive leisure activity with a growing tourism sector and both racing and equestrian disciplines such as show jumping and eventing are among some of our most successful sports.

What is this programme about?

Following extensive consultation with and feedback from all sectors it was felt that there was a need for a degree course that would concentrate on the business, financial management and administrative requirements of the equine industry. It is primarily a business degree but based about and tailored to the equine industry. It focuses on developing professional management capability to work in the industry. The programme covers management, economics, human resources and financial accounting as part of an extensive syllabus that introduces students to the equine industry and provides them with a detailed understanding of the key areas of the industry in Ireland and internationally.

How will this help my career?

A key feature of the equine business aspect of the programme has been the involvement of experienced industry professionals through the course steering committee in the design and delivery of the programme. In addition, industry practitioners regularly visit Maynooth University and share their experience and expertise with our students. The aim is that, on completion of the degree, students will have gained an excellent foundation in the economics of markets, the leadership and management of organisations, and the financial analysis and measurement of performance as well as an extensive insight into the equine industry.

What are my career options?

Graduates are likely to be primarily focused on a career in the equine business sector including: stud farm management, racetrack management, the regulatory/industry bodies, bloodstock sales, marketing / promotions, betting sector, equine leisure and tourism sector, self-employed, and ancillary businesses servicing the primary equine industry. Graduates will also be able to pursue careers in general business management.
What do we offer?

An opportunity to take a one-year work placement or spend third year studying in either the University of Arizona on the Racetrack Industry programme or at the University of Kentucky (Both the work placement and study abroad options are subject to availability). Such opportunities enhance your CV with valuable experience and increase employment opportunities upon graduation.

What will I study?

This course is unique to Maynooth University. It covers all the fundamental aspects of equine business. Here is a sample of what is on offer (this is subject to change):

<table>
<thead>
<tr>
<th>Introduction to the Equine Industry</th>
<th>Strategic Management</th>
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</thead>
<tbody>
<tr>
<td>Equine Leisure &amp; Tourism</td>
<td>Organisational Design and Management</td>
</tr>
<tr>
<td>Stud Farm Business Management</td>
<td>Operations and Supply Chain Management</td>
</tr>
<tr>
<td>Raceday &amp; Equine Event Management</td>
<td>Economics</td>
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<tr>
<td>Business Models and Marketing</td>
<td>Accounting</td>
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<tr>
<td>Human Resource Management</td>
<td>Sustainable Business &amp; Responsible Management</td>
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Can I do a Masters?

Maynooth University has a growing range of Masters’ programmes for graduates. Many of our students go on to undertake the MSc in International Business, MSc in Strategic Marketing, MSc in Strategy & Innovation, MSc in IT-Enabled Innovation and MSc in Business Analytics (likely 2020) at Maynooth University School of Business, all of which are available full and part-time. Other students choose to pursue further study in universities here in Ireland and abroad.

Where can I find more information?

For more information on the BBS Equine Business degree, please contact business@mu.ie or the Programme Director, Niamh O’Sullivan, at niamh.c.osullivan@mu.ie. Alternatively, you can visit our website at www.maynoothuniversity.ie/business.
You will gain a broad understanding of the core theories, concepts, and methods that underpin the legal regulation of business and commercial life. Additionally, you will gain a thorough grounding in the fundamental areas of legal study (including foundational legal principles; legal systems; and the role of Irish, European, and international law) and of business administration and management (acquiring skills in areas such as marketing, finance, human resources, and business law).

The defining feature of this degree is the skill-set with which it provides students; you will enhance your employability upon graduating by developing your faculties for argument and reasoning, for clear thinking, for the analysis of complicated ideas, as well as for understanding the commercial context in which the law operates.

Why study Law and Business?

This is the perfect academic path for students who would like to combine the study of Law with a strong background in Business. For the three years of this programme you will study Business and Law subjects in equal measure, making this degree particularly attractive if you are considering a career in the commercial world.

What will you gain from this programme?

You will gain a broad understanding of the core theories, concepts, and methods that underpin the legal regulation of business and commercial life.

Additionally, you will gain a thorough grounding in the fundamental areas of legal study (including foundational legal principles; legal systems; and the role of Irish, European, and international law) and of business administration and management (acquiring skills in areas such as marketing, finance, human resources, and business law).

The defining feature of this degree is the skill-set with which it provides students; you will enhance your employability upon graduating by developing your faculties for argument and reasoning, for clear thinking, for the analysis of complicated ideas, as well as for understanding the commercial context in which the law operates.

How will this help my career?

Upon graduation you will be in a position to immediately enter professional training, either by sitting the Law Society FE1 examinations for entry to the solicitors’ profession or the King’s Inns Barrister-at-Law Degree entrance examination for entry to the barristers’ profession.

What are my career options?

Be a better lawyer by showing your clients you have business acumen. Be a better business leader by understanding how legal frameworks operate. Get ahead of the competition by going on a prestigious work placement with a top firm or business. The skills that law graduates acquire are in demand in the public and private sectors in Ireland, as well as in European institutions. The study of business skills as part of the Law and Business degree opens up additional career options, including enterprise, management, administration, the media, and consultancy, and will be of particular value to those wishing to pursue careers in major law firms.
What do we offer?

All our courses at Maynooth bring unique aspects that focus on developing you, the student, as a person and as a leader; ensuring that you understand how we can build sustainable careers that promise a better future for everyone; and bringing innovation into everything we do.

What will I study?

Business is taken jointly with Law for the three years of the programme, with a wide range of business and legal subjects being studied. You will study a wide range of interesting and engaging topics. Some students may choose to complete a work placement or study abroad year between 2nd and 3rd Year and graduate after the 4th Year.

In your first year, you will study core areas like Business Models and Marketing and Criminal Law, alongside critical models such as Legal Research Methods and Introduction to Managing Innovation. You will also gain practical skills through participating in mock trials.

In second year core modules covered will include Company Law, Managing Information Systems, and International Business. Critical skills will be developed through analysing materials in tutorials and seminars. You will also have a range of optional Business modules from which to choose, including Project Management, Human Resource Management, and Marketing.

In the final year, you will undertake core modules in Land Law, Strategic Management, and Human Resource Management and you will further hone your critical skills through analysing the philosophy of law. Optional modules in both Business and Law will be offered; these will include Innovation Management, Media Law, Contemporary Issues in Marketing, and Negotiation.

Can I do a Masters?

Maynooth University has a growing range of Masters’ programmes for graduates. Many of our students go on to undertake the MSc in Strategic Marketing, MSc in International Business, MSc in Strategy & Innovation, MSc in IT-Enabled Innovation and MSc in Business Analytics (likely 2020) at Maynooth University School of Business, or the LLM (International Business Law) at the Department of Law, all of which are available full and part-time. Other students choose to pursue further study in universities here in Ireland and abroad.

Where can I find more information?

For more information on the BCL (Law and Business) degree, please contact business@mu.ie or the Programme Director, Dr Patrick Rigot-Müller, at patrick.rigotmuller@mu.ie. Alternatively, you can visit our website at www.maynoothuniversity.ie/business.
If you would like to pursue a career as a professional accountant and would like to obtain an understanding not only of financial and managerial accounting, but also of how these fit into a business, this is the degree for you. On this programme, students gain an excellent foundation in the management of organisations, as well as in financial analysis and the measurement of performance. Through studying Business and Accounting together, students develop an excellent set of technical accounting skills, coupled with a thorough appreciation of the world of business and management. Accounting and finance need to support the implementation of a business strategy to create and capture value for and from customers. The Business element of this degree gives students an appreciation of the core functions of a business and how they interact to create and capture value.

Why study Business and Accounting?

This is a comprehensive programme of study, covering key areas of management and accounting. It is the first step in your pursuit of a professional accountancy qualification, leading to an accountancy career in Ireland or abroad.

What is this programme about?

If you would like to pursue a career as a professional accountant and would like to obtain an understanding not only of financial and managerial accounting, but also of how these fit into a business, this is the degree for you. On this programme, students gain an excellent foundation in the management of organisations, as well as in financial analysis and the measurement of performance. Through studying Business and Accounting together, students develop an excellent set of technical accounting skills, coupled with a thorough appreciation of the world of business and management. Accounting and finance need to support the implementation of a business strategy to create and capture value for and from customers. The Business element of this degree gives students an appreciation of the core functions of a business and how they interact to create and capture value.

How will this help my career?

The education and training you get on this degree will prepare you for a vast range of opportunities. To become a professional accountant (an invaluable qualification across business functions and organisations), you need to successfully complete three levels of professional exams and on-the-job training. If you successfully complete this degree, you will be exempt from the first level of these professional examinations (CAP 1 examinations from Chartered Accountants Ireland and equivalent examination papers from the ACCA, CIMA and CPA professional accounting bodies). Careers in banking and financial institutions, consulting, public service, and not-for-profit organisations are all potential options. The majority of graduates take up trainee accountant roles in some of Ireland’s top accounting firms. Roles in administration, marketing, human resources, sales, general management, and operations are also possible.

What are my career options?

Accounting, Business, administration and professional roles have been the largest and fastest growing areas of employment over the past years. Most major Irish and international organisations have graduate development programmes for aspiring accountants and managers and offer the potential for a great career and international travel.
What do we offer?

All of our business courses at Maynooth bring unique aspects that focus on developing you, the student, as a person and a leader; ensuring that you understand how we can build sustainable businesses that promise a better future for everyone and bringing innovation into everything we do.

What will I study?

Accounting is taken jointly with Business for the three years of the programme. You will study a wide range of interesting and engaging topics. Here is a sample of what is on offer (this is subject to change):

- Introduction to Accounting
- Fundamentals of Finance and Accounting
- Business Landscapes and Organisational Behaviour and Management
- Microeconomics/Macroeconomics
- Advanced Financial Accounting
- Management Accounting and Taxation
- Management and Cost Accounting
- Derivatives

- Corporate Finance
- Advanced Management and Cost Accounting
- Advanced Financial Accounting
- Investments
- Introduction to Management Information Systems
- Business Law and Legal Process
- Strategic Human Resource Management

Can I do a Masters?

Maynooth University has a growing range of Masters’ programmes for graduates. Many of our students go on to undertake the MSc in International Business, MSc in Strategic Marketing, MSc in Strategy & Innovation, MSc in IT-Enabled Innovation and MSc in Business Analytics (likely 2020) at Maynooth University School of Business, all of which are available full and part-time. Other students choose to pursue further study in universities here in Ireland.

Where can I find more information?

For more information on the BBS Business and Accounting degree, please contact business@mu.ie or the Programme Director, Dr Patrick Rigot-Müller, at patrick.rigotmuller@mu.ie. Alternatively, you can visit our website at www.maynoothuniversity.ie/business.
Why study Business -
(Management or Marketing or International Business)?

Almost every product and service you use and value in day-to-day life is delivered through business, promoted through marketing, organised through management and scaled globally through international business. Business graduates are consistently amongst the most employable in Ireland.

Why study Business in Arts at Maynooth University?

Business in Arts: More Varieties, More Options

Business in Arts enables you to specialise in any one of three streams: Business (Management), Business (Marketing), or Business (International Business). Each can be taken as a single subject (15 ECTS) in year 1 OR as a double subject (30 ECTS, with the extra 15 credits in Economics and Accounting modules) in year 1. If you are interested in becoming a secondary school business teacher, you should take the Business (Management) double subject option.

Taking your choice of one of the different BA in Business pathways (Management, Marketing or International Business) you could graduate with a BA Double Honours degree as below:
- Business and a Language subject, e.g. BA Business and German
- Business and a Social Science subject, e.g. BA Business and Sociology
- Business and a Humanities subject, e.g. BA Business and Music
- Business and a Science subject, e.g. BA Business and Computer Science

Want to transfer to a Single Honours Business degree?

On successful completion of first year MH101, it is possible for students to transfer to second year of MH404 — the single honours degree in Business which has streams in Management, Marketing and International Business. Students need to achieve at least 40% in each module of the double subject (30 ECTS) Business (Management or Marketing or International Business) OR at least 40% in each module of the single subject (15 ECTS) Business (Management or Marketing or International Business) and pass the Accounting AND Economics / Finance subjects. You can then either transfer into the single honours degree associated with your chosen stream of study, or continue on in the BA degree. General progression rules also apply.

Want to make it an international degree?

In the third year, we offer opportunities to all Business in Arts students to study abroad for one year. You will receive an international degree when you successfully finish your programme.
What do we offer?

It is our aim to be at the forefront of delivering innovative, engaging programmes for future leaders in the fields of commerce, business, management, marketing and international business. We undertake research and deliver teaching with the aim of making a difference, and innovation underpins everything we do.

What will I study?

You will study a wide range of interesting and engaging topics. To be successful in a business you need to understand the fundamentals of business, namely how to manage people, how to market a product, and all students irrespective of their specialism learn these perspectives. In third year you will continue to learn about the functions of business and business strategy, in addition to modules on your chosen specialism: Business and Management; Marketing or International Business. A key element of the Arts programme is that you will have the opportunity to study Business by combining it with one of 28 other Arts subjects (including languages, sciences, humanities, social sciences) or in second year to transfer into a single major degree in your chosen specialism.

Can I do a Masters?

Maynooth University has a growing range of Masters’ programmes for graduates. Many of our students go on to undertake the MSc in International Business, MSc in Strategic Marketing, MSc in Strategy & Innovation, MSc in IT-Enabled Innovation and MSc in Business Analytics (likely 2020) at Maynooth University School of Business, all of which are available full and part-time. Other students choose to pursue further study in universities here in Ireland and abroad.

How do I get more information?

For more information on Business in Arts, please contact business@mu.ie or the Programme Director, Dr Gillian Moran, at gillian.moran@mu.ie. Alternatively, you can visit our website at www.maynoothuniversity.ie/business.
Why Study Business?

Studying Business is a way to understand how to manage people and resources to solve problems, how to understand people and the dynamics of competition better, and how organisations operate successfully to achieve their goals. You will be afforded the opportunity to pursue specialist study in the areas you most enjoy, so that you can tailor your degree to suit your own personal strengths and interests.

"After 4 years working in the private sector and finding myself stuck in middle management I choose to study a BBS degree at Maynooth to further my career prospects and future proof my Skills, Network and Experiences. I find Maynooth to offer value on all these aspects with their liberal approach of to the student experience."

Peter Kosinski

“Theory aside, the practical skills I learned during my placement in industry were invaluable and have directly enhanced my approach to my work this year.”

Jason Doyle

“I loved the BBS Marketing course in Maynooth as not only did it give me a great understanding and experience in Marketing, it also gives you a broad education of all the other important fundamental aspects in Business.”

Colin Carrigan

“I would highly recommend anybody who has the opportunity to complete a year’s work placement to grab the opportunity with both hands.”

Aimee Bergin

“I have gained a lot of knowledge from other international students which will help me in my final year making me more motivated than ever. I would highly recommend Study Abroad!”

Corina Comaskey

“I began my journey totally out of my comfort zone..., yet I leave as a more open individual who has made lifelong friends as well as learned more about my own capabilities.”

Conor Sullivan