



**Maynooth
University**
National University
of Ireland Maynooth

School of Business MSc Programmes

Together, we develop your future

We offer both
conversion
and
specialist
postgraduate
qualifications
in Business.



Take a look at
our course
offerings to
find one that
fits for you.

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MSc in Business Management

MH52D one year, full-time; MH53D two years, part-time

This MSc provides key business insights and career management skills to both non-Business graduates and experienced professionals who do not have an undergraduate degree. Through its course content and programme delivery, students access leading business ideas and skills and work alongside managers in the workplace to apply management theory, research, and design business solutions.

MSc in Marketing

MH86D one year, full-time; MH87D two years, part-time

This MSc programme is aimed towards enhancing the marketing skills of non-business graduates, or experienced professionals who do not have a business degree. It includes a range of focused topics in marketing (marketing communications & consumer behaviour) and topical business areas (digital business and career development). The programme is suited towards those interested in understanding how marketing works from both a consumer and business perspective.

MSc in IT-Enabled Innovation

MH84D one year, full-time; MH85D two years, part-time

Aimed at both Business and non-Business graduates and developed by the Innovation Value Institute (IVI); a consortium containing Intel, Boston Consulting Group, and Maynooth University; this MSc provides managers with a toolkit to create business value from IT.

MSc in Strategy and Innovation

MH54D one year, full-time; MH55D two years, part-time

This MSc is ideal for those who are interested in developing the skills needed to identify and solve operational and strategic problems that real organisations face. Students develop a blend of individual competencies necessary to be successful managers, including teamwork, communication, and leadership skills, coupled with organisational level insights into how firms can design strategies and innovate to deliver value for customers. It is suited to both recent graduates interested in developing a graduate management career and experienced managers and entrepreneurs interested in developing the skills and capabilities necessary to develop and implement strategic initiatives and lead organisations.

MSc in Strategic Marketing

MH88D one year, full-time; MH89D two years, part-time

This MSc is aimed towards business graduates who wish to intensify their study of marketing to contribute to strategic decisions. Core modules include digital business models, sales management, strategy & an applied research project. Key features include working on 'live' problems for real organisations. This programme develops your capacity to problem solve and make decisions in today's complex dynamic business environment.

Key Attributes of a Maynooth University Postgraduate Qualification in Business

Careers and Industry Focused

Advanced Functional and Managerial Capabilities

Building Teamwork, Communication, and Analytical Capabilities

Block Teaching

Values that Inform our Approach to Education

1. Practice Engaged
2. Research Informed
3. Sustainable Careers and Organisations
4. Liberal: in terms of education choices, shared language and experiences
5. Egalitarian

What Leading Businesses Say about our MSc Programmes

“Salesforce continues to win awards for being one of the most innovative companies in the world. Being able to link the latest research related to key business areas of focus that students from Maynooth University are working on, allows us to feed that back to the business and our customers. Looking forward to continue working with you and your students in the near future.”

Peter Bosch, Sales Engineering at Salesforce

“The research project really encouraged us to define our ideal market position over the coming years and to sharpen our business systems in order to reach those targets. The candidates were very enthusiastic and provided some very useful pointers from a marketing perspective which we immediately put into practice. The canvassing of our clients through surveys and interviews was also a very valuable tool that we hadn't before utilised but now is central to our in-house research when deciding on new products or directions with our services. We would highly recommend the programme to any business and look forward to repeating the process next year”

Niall Donovan, Business Development Manager at Modula



Maynooth University
National University of Ireland Maynooth

School of Business

Meet some of the School of Business staff who would love to see you here!



Professor Peter McNamara



Dr Tatiana Andreeva



Dr Richa Chugh



Professor Joseph Coughlan



Dr Marian Crowley-Henry



Dr John Cullen



Dr Jean Cushen



Professor Brian Donnellan

Meet our Administration Team



Paula Uhel



Nuala Downes



Laura Hussey Donlon



Fiona Lyons



Dr Paul Donovan



Professor Robert Galavan



Dr Jon Gruda



Dr Souleiman Hasan



Dr Emmanuel Kypraios



Dr Giovanni Maccani



Dr Christian Martin



Professor Audra Mockaitis



Dr Gillian Moran



Dr Nicola Mountford



Dr Ali Nazarpour



Dr Julius Nyiawung



Dr Christina O'Connor



Dr Edward O'Connor



Niamh O'Sullivan



Dr Bastian Rake



Dr Patrick Rigot-Müller



Dr Olga Ryazanova



Dr Anja Schaefer



Dr Adele Smith-Auchmuty



Dr Roger Sweetman



Dr Ruifang Wang



Dr Margaret White



Dr Paola Zappa

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MSc Business Management School of Business

EU Tuition Fees
€7,800 (full-time) / €5,200 p.a. (part-time)

International Fee
€15,000 (full-time)

Why study Business?

If you are interested in a career in business, but did not take an undergraduate degree in business then this is the programme for you. This MSc introduces students to a range of business management topics, including organisational behaviour, IT and operations, finance, strategy, marketing, international business, project management, career management, and business research. We start at a foundational level and rapidly escalate to develop student knowledge to the level of postgraduate expertise. A variety of teaching approaches are applied across the programme with the aim of helping participants to develop a clear career strategy that will increase their employability in the short-term, and sustainable success in the long-term.

Why this programme?

This MSc provides key business learning to non-business graduates (and experienced professionals who do not have an undergraduate degree). Through its course content and programme delivery, our students access leading business thinking, apply contemporary management theory and practices, and research business solutions through team and individual assignments and a Business Research Project / Dissertation.

How will this help my career?

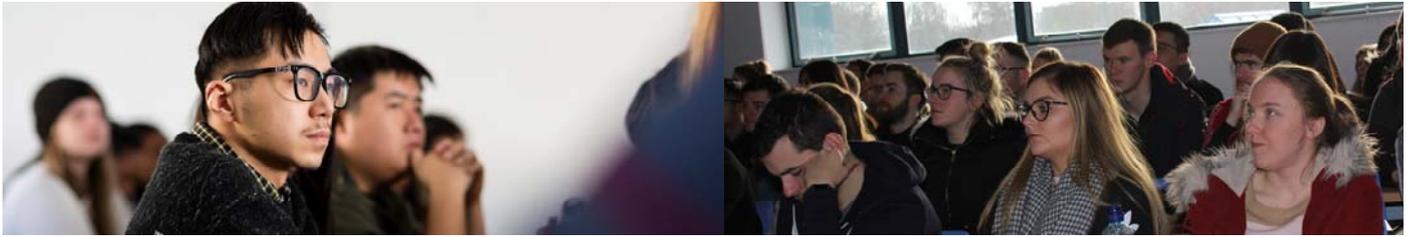
The MSc Business Management develops future executives in organisations of different sizes and sectors. The course takes a cross-sectoral, domestic and international approach. Students learn key theories and concepts relating to core business disciplines as well as how different disciplines connect within organisations to deliver overall business goals. Accordingly, the course prepares graduates for a wide range of roles and organisations. Students also take a career management module designed to enhance employability at the outset and throughout their career. This module guides students to optimise their first step into the professional labour market or build on their professional experience and consider future goals. Students will identify their personal career priorities and apply career planning and development tools that can be enacted throughout their working life. In doing so, students will enhance their employability through analysing, developing, and articulating how they can best contribute to an organisation. All students on the MSc are entitled to free Graduate membership of the IMCA (Institute of Management Consultants & Advisors) for the duration of the programme and for the 12 months following completion.

What are my career options?

Combined with your existing proficiency from your bachelor's degree and/or professional work experience, completing this master's signals your ambition, work ethic, and expertise to prospective employers and positions graduates to undertake a range of business management roles.

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, and marketing. We undertake research and deliver teaching with the aim of **making a difference**, and **innovation** underpins everything we do.



What do our graduates say?

'The MSc Business Management proved to be extremely valuable in helping me find my job. I am now working at an incredible non-profit in Manhattan. The information I learned, and the experiences I gained in my year at Maynooth were invaluable. Specifically, the summer pathway allowed me to explore a topic that I am extremely interested in and allowed me to interact and form relationships with NGOs'.

Stephanie Poland, MSc Business Management Student, 2018

What are the entry requirements?

The MSc in Business Management is designed for candidates who do not have a previous business qualification. If you do not have a business degree, this programme is for you. Candidates should have a minimum 2.2 grade, honours (level 8) degree in a non-business discipline or equivalent. In exceptional circumstances, consideration will be given to candidates who do not hold a primary degree, but who do have at least 10 years' relevant work experience, at least three of which must have been within a management position. Consideration will be given on a case-by-case basis to students who have an honours degree in a business related discipline where the degree was completed at least five years previously. Applicants must have a recognised primary degree which is considered equivalent to Irish university primary degree level.

What will I study?

The programme is intensive and fast-paced, bringing students on a high growth learning experience across the 12 months of the programme full-time or 24 months part-time. Modules are delivered over two semesters (September - May), with the business research or placement project conducted between May and August. Modules are generally taught in blocks of two days (full-time) every second week during term. Modules may include the following:



Business Research Project / Dissertation / Placement

How to apply?

Apply online at www.pac.ie, choose Maynooth University
PAC Code: MH52D full-time / MH53D part-time

Where can I find more information?

For more information on the MSc in Business Management, please contact business@mu.ie or the Programme Director, Dr Jean Cushen, at jean.cushen@mu.ie, or visit www.maynoothuniversity.ie/school-business



MSc Marketing School of Business

EU Tuition Fees
€7,800 (full-time) / €5,200 p.a. (part-time)

International Fee
€15,000 (full-time)

Why study Marketing?

If you are interested in why we consume the goods and services we do in the way that we do, and how marketing can affect our daily lives, and did not study business or marketing as part of your undergraduate degree, then this programme is for you. This MSc programme introduces you to key business topics with a specialism in marketing. We begin with foundational knowledge in different areas of business, develop an understanding of the digital environment that marketing operates within. We then concentrate on understanding consumers, and their decisions, as well as the ways by which we communicate marketing messages to consumers, businesses and other audiences. A variety of teaching approaches are applied across the programme with the aim of helping participants to develop a clear career strategy that will increase their employability in the short-term, and sustainable success in the long-term.

Our programme is focused on your career success. We develop skills that you need to be an effective manager in a marketing context, as well as specific marketing skills that increase your employability.

What is this programme about?

The MSc Marketing is for the non-business graduate who is interested in how individuals and organisations (including government) interact in the marketplace for goods and services. Marketing plays a key role in value creation for not only customers and businesses but also for society. Marketing is more than a function. It is a customer-centric, enterprise-wide set of processes, systems, and activities that connect firms and customers in a dynamic global marketplace. Effective marketing requires an understanding of the business as a whole and of the managerial value creation and capture process. Recent market reports have demonstrated that consumers are becoming more discerning and also have more information at their fingertips about products and services. For organisations to compete in this increasingly internationalised and competitive market, they need to have a strong marketing function. This function considers issues such as communications with customers and the behaviours of prospective and current customers. How organisations operate in a digital environment is an integral part of Marketing and as such it is a key feature of the programme integrated throughout the offering.

How will this help my career?

The programme develops future executives in the specific area of marketing for organisations in all sectors, across the economy. The course material takes a broad, cross-sectoral, and international approach focussing on key skills to enhance employability. Accordingly, the course prepares graduates for a wide range of roles and organisations. Students also take a career management module designed to enhance employability at the outset and throughout their career. Work Placement and Business Research Project options are particularly valuable to employers as they demonstrate your ability to apply your learning in the world of work.



What are the entry requirements?

The MSc in Marketing is designed for candidates who do not have a previous business qualification. If you do not have a business degree, this programme is for you. Candidates should have a minimum 2.2 grade, honours (level 8) degree in a non-business discipline or equivalent. In exceptional circumstances, consideration will be given to candidates who do not hold a primary degree, but who do have at least 10 years' relevant work experience, at least three of which must have been within a management position with marketing responsibilities. Consideration will be given on a case-by-case basis to students who have an honours degree in a business related discipline where the degree was completed at least five years previously. International applicants must have a recognised primary degree which is considered equivalent to Irish university primary degree level.

What will I study?

This challenging and demanding conversion programme is fast-paced, developing a high level of competence in marketing and business across the programme, be that in full-time mode (12 months) or part-time mode (24 months). Modules are delivered over two semesters (September-January & February-May) with the Business Research Project/Placement conducted between May and August. The programme will generally be delivered through lectures, presentations, and intensive workshops, generally in blocks of two full days every two weeks, followed by less structured supervision contact over the third (summer) semester. Part-time students attend their sessions over two years, completing the Business Research Project in their second year. Themes may include:

Career Planning
and Development

Marketing

Digital Business

Consumer Behaviour
and Sustainability

Advertising and
Marketing Communications

Financial Management

Global Operations and
Supply Chain Management

Actionable Insights
through Research

Business Research Project / Dissertation / Placement

How to apply?

Applications are online at www.pac.ie,
Once you register with PAC, please choose Maynooth University
PAC Code: MH86D (full-time mode) / MH87D (part-time mode)

Where can I find more information?

For more information on the MSc in Marketing, please contact business@mu.ie or the Programme Director, Professor Joseph Coughlan, at joseph.coughlan@mu.ie, or visit: www.maynoothuniversity.ie/school-business



MSc IT-Enabled Innovation School of Business

EU Tuition Fees
€7,800 (full-time) / €5,200 p.a. (part-time)

International Fee
€15,000 (full-time)

Why study IT-Enabled Innovation?

Information Technology is crucial to every aspect of the modern organisation. However, much of the billions of euro spent on IT every year produces little return. Projects are often late, over budget, or fail to contribute to the overall strategic goals of the organisation. In order to unlock the true potential of IT and create a global standard for IT management, Maynooth University partnered with Intel and the Boston Consulting Group to create the Innovation Value Institute (IVI). Working with leading industry partners, the IVI developed the **IT Capability Maturity Framework (IT-CMF)** which is an empirically proven and industrially validated set of best practices for IT and the world's most comprehensive IT Management framework. The MSc in IT-Enabled Innovation combines the IT-CMF with the best of business and management education in an exciting course suitable for both graduates and IT professionals.

Why this programme?

This course differs from many other IT programmes because of its leading industry inputs and also because it sets IT management in the context of the business environment. This is not a programme to develop stand-alone technical specialists. Instead, this course develops the capacity for participants to understand how IT operates both as a function and as a key interrelated resource within an organisational context. This involves understanding people, work processes, relationships, organisation structures, and organisation strategies, and how all of these impact on and are impacted by Information Technology. This course focuses on IT-enabled innovation as a foundational concept central to the success of organisations today. We adopt a broad appreciation of IT-enabled innovation which allows for a variety of teaching styles and a topical emphasis for the learning outcomes. This approach accommodates a range of different types of innovation (i.e. process, product, and business model innovation, as well as service innovation), and multiple stages for the innovation process (i.e. ideation, development, diffusion, adoption, and impact). Because of the rapid pace of IT innovation, this highly regarded programme is revised annually and its value is reflected in it being **shortlisted for the 2018 and 2019 Irish Postgraduate Course of the Year Awards**.



How will this help my career?

Students graduating from this programme will have a distinctive and career defining capability. Students will be afforded a unique opportunity to explore and address current critical IT-Enabled Innovation challenges, learning from the lessons of many leading global organisations. The course contributes to the career development needs of current and future IT executives in both public and private sector organisations. The teaching material takes a broad, cross-sectoral, and international approach. This course also provides graduates with the tools to continue their professional development long after they graduate through a specially designed career planning and development module. All students on the MSc are entitled to free Graduate membership of the IMCA (Institute of Management Consultants & Advisors) for the duration of the programme and for the 12 months following completion.



What do our graduates say?



"I chose this course because I would like to be more competitive on the labour market. The IVI expert's guest lecture on IT governance was a real highlight."

Yuliia Yehorova

"This course enhanced my education and became a fundamental part of my career journey. It is one of very few courses stays relevant for a long period in IT."

Jonathan D'Arcy



What are the entry requirements?

The programme assumes no prior knowledge of IT, business or management topics, but does assume the capacity for study and rapid development associated with an honours degree graduate. Candidates should have a minimum 2.2 grade, honours (level 8) degree. In exceptional circumstances, consideration will be given to candidates who do not hold a primary degree but who do have significant relevant work experience, at least three years of which must be in a management position.

What will I study?

The programme is intensive and fast-paced, bringing students on a high growth learning experience across the 12 months of the programme full-time or 24 months part-time. Modules are delivered over two semesters (September-May) with the Business Research Project conducted between May and August. The programme will generally be delivered through lectures, presentations, and intensive workshops, typically in blocks of two full days every two weeks, followed by less structured supervision contact over the third (summer) semester. Part-time students attend their sessions over two years, completing the Business Research Project in their second year. Themes may include:



Business Research Project / Dissertation / Placement

How to apply?

Apply online at www.pac.ie, choose Maynooth University
PAC Code: MH84D full-time / MH85D part-time

Where can I find more information?

For more information on the MSc in IT-Enabled Innovation, please contact business@mu.ie or the Programme Director, Dr Roger Sweetman, at roger.sweetman@mu.ie, or visit www.maynoothuniversity.ie/school-business.



MSc Strategy and Innovation School of Business

EU Tuition Fees
€7,800 (full-time) / €5,200 p.a. (part-time)

International Fee
€15,000 (full-time)

Why study Strategy & Innovation?

If you are a recent graduate seeking to build a career in management; mid-career specialist looking to move into management; or a senior manager wondering how to build effective, efficient, and innovative solutions for the operational and strategic problems of your organisation; then this is the degree for you. Managers face a constant tension between managing the operational challenges of today and ensuring that they can lead their organisation to success in the longer term. How do you lead people? How can you find the resources needed to build a more successful organisation? How do you choose to focus your team's energies between competing opportunities and challenges? The MSc in Strategy and Innovation **provides you with the knowledge and skills necessary to identify and solve operational and strategic problems that real organisations face.** Successful managers need to be able to analyse problems, make decisions, work in and lead teams, communicate solutions, and find innovative and effective ways to translate strategies into action. Our approach to learning is to blend the development of advanced specialist knowledge and capabilities with practical application. Our programme is focused on your career success. We develop skills that you need to be an effective manager.

What is this programme about?

In Semester 1 you will come to understand the process of strategy formulation and implementation, innovation, and how technology can be used to create operational and strategic value and develop your career plan to achieve your ambitions. In Semester 2 you will learn how to put this knowledge into practice through Strategy Live, where you work both in teams and individually on current strategy problems faced by organisations. Through our modules on Leadership and Financial Management, you gain insights into how to be both a follower and a leader and how to analyse the potential of an organisation to create financial value. In Semester 3 you will apply your knowledge and skills in a real-world context, choosing between a Work Placement, Dissertation, or Business Research Project. Part-time students will develop these capabilities over two years.

How will this help my career?

The course develops you as a manager who can create value for private and public organisations with analytic, personal, and decision-making capabilities to be an effective contributor in teams that identify and solve complex operational and strategic problems faced by organisations. For recent graduates, this master's gives you the skills necessary for a career in consultancy, general management, and business analysis. For those with work experience, this degree helps you transition from a role as a technical specialist into a managerial role, or to develop the skills needed to advance to senior management. The Work Placement and Business Research Project options are particularly valuable to employers as they demonstrate your ability to apply your learning in the world of work. All students on the MSc are entitled to free Graduate membership of the IMCA (Institute of Management Consultants & Advisors) for the duration of the programme and for the 12 months following completion.



What do our graduates say?

“What is unique about the course is...the Business Research Project. It really gives you a great understanding for the future when you go into the workplace. The programme helps you transfer knowledge into practice. It’s all a lead up towards the Business Research Project so everything you have learned you finally apply to the final thesis of the course which is really important as you learn the skills and knowledge to go forward. It really is a worthwhile course to take. You learn so much in terms of your academic learning as well as your personal development.” **Sean Harnett, MSc Strategy & Innovation Graduate, 2015**

What are the entry requirements?

You must hold a Business, Management, or Marketing degree, or a Business related degree, having achieved a minimum of a 2.2 honours (or equivalent) overall. Alternatively, you may hold a non-Business degree (minimum 2.2 overall) with at least five years’ work experience. Exceptionally, consideration will be given to candidates who do not hold a primary degree, but who do have at least 10 years’ relevant work experience, at least three of which are in a management position.

What will I study?

Our learning blends developing individual analytic capabilities with team work, leadership, and communication skills. **Strategy** and **Leadership** modules provide you with analytic capabilities to decompose complex problems, devise solutions, and apply your skills in practice through experiential learning modules such as Strategy Live. **Innovation**, **Digital Business**, and **Finance** modules provide you with the practical skills necessary to transform organisations to create value for customers. **Career development and research** modules equip you with tools and resources to develop your own career strategy and how to solve real problems. The capstone of the programme is a paid Work Placement, Dissertation, or Business Research Project where you learn to apply the lessons to a real-world issue. Modules are generally taught in blocks of two days every two weeks (full-time).

Career Planning
and Development

Digital Business

Innovation

Strategic Management:
Tools and Concepts

Leadership

Financial Management

Strategy Live

Actionable Insights
through Research

Business Research Project / Dissertation / Placement

How to apply?

Apply online at www.pac.ie, choose Maynooth University
PAC Code: MH54D (full-time) / MH55D (part-time)

Where can I find more information?

For more information on the MSc in Strategy & Innovation, please contact business@mu.ie or the Programme Director, Professor Peter McNamara, at peter.mcnamara@mu.ie, or visit: www.maynoothuniversity.ie/school-business



MSc Strategic Marketing School of Business

EU Tuition Fees
€7,800 (full-time) / €5,200 p.a. (part-time)

International Fee
€15,000 (full-time)

Why study Strategic Marketing?

If you are a recent business or marketing graduate seeking to build your career in marketing or a marketing professional who wants to move to the next level of their career in marketing, this degree provides you with the skills, competences and knowledge to achieve this goal. Marketing is often seen as a tactical activity with significant attention being paid to issues like digitisation of marketing and the rise of social media. However, this programme takes you behind these tactical issues and considers how these technologies and other key skills can be deployed effectively and efficiently in organisations. This programme provides with key **marketing knowledge and analytical skills** to understand the market of today and generate, develop and implement strategies that provide real value for organisations. Successful marketers are able to work in teams and develop solutions for clients, be they internal or external. Our approach to **learning by doing** gives you the opportunity to develop these skills with real client projects throughout the programme.

What is this programme about?

The MSc Strategic Marketing is focussed on developing high level knowledge and skills in marketing. Marketing is more than just an organisational function. It is a customer-centric, enterprise-wide set of processes, systems, and activities that connect firms and customers in a dynamic global marketplace. This global marketplace is interconnected and one of the underlying themes in this programme is that of **relationships**. While marketing is partially transactional, deep long lasting relationships are a feature of marketing practice. This programme is underpinning by relationship concepts through consideration of issues such as sales management in an international environment, increasingly important in a post-Brexit Europe, and the value of analytics to help organisations understand the **big data** environment that firms operate within. Consumers today are more discriminating and perceptive. This programme will develop your understanding of how consumers make decisions in the current environment.

How will this help my career?

This programme provides graduates with significant insights into the modern consumer and insights into how businesses, including government, operate from a marketing perspective. A strategic perspective on the different challenges facing organisations, including big data, social media, globalisation and changing consumers will enable you to take your career to the next level. There are significant opportunities to enhance your employability: a live case study with a company, a focus on international selling (a key national objective evidenced by recent Enterprise Ireland reports), and a concentration on analytical skills. These specific experiences are enhanced by a core module that emphasises your personal career journey. The Work Placement or Business Research Project capstone elements are particularly valuable to employers as they demonstrate your ability to apply your learning in the world of work.



What are the entry requirements?

You must hold a Business, Management, or Marketing degree, or a Business related (level 8) degree, having achieved a minimum of a 2.2 honours (or equivalent) overall. Alternatively, you may hold a non-Business degree (minimum 2.2 overall) with at least five years' relevant work experience. Exceptionally, consideration will be given to candidates who do not hold a primary degree, but who do have at least 10 years' relevant work experience, at least three of which are in a management position. For the MSc Strategic Marketing, this experience should involve marketing responsibilities. International applicants are expected to have the equivalent of an honours degree from an Irish university and meet English language requirements.

What will I study?

This intensive and fast-paced specialist Masters programme develops a high level of competence in marketing strategy across the programme, be that in full-time mode (12 months) or part-time model (24 months). Modules are delivered over two semesters (September-January & February-May) with the Business Research Project/Placement conducted between May and August. The programme will generally be delivered through lectures, presentations, and intensive workshops, generally in blocks of two full days every two weeks, followed by less structured supervision contact over the third (summer) semester for those taking the Project option. Part-time students attend their sessions over two years, completing the Business Research Project in their second year. Modules have been chosen to reflect the current business and marketing environment. A key innovation is the concept of **Marketing Live**, which gives you the opportunity to put your marketing knowledge into practice with a live client on a real marketing problem. Themes may include:

Career Planning
and Development

The Digital
Marketplace

Strategic Management:
Tools and Concepts

Consumer Behaviour
and Sustainability

Marketing Analytics

International Sales
Management

Marketing Live

Actionable Insights
through Research

Business Research Project / Dissertation / Placement

How to apply?

Apply online at www.pac.ie, choose Maynooth University
PAC Code: MH88D (full-time) / MH89D (part-time)

Where can I find more information?

For more information on the MSc in Strategic Marketing, please contact business@mu.ie or the Programme Director Professor Joseph Coughlan, at joseph.coughlan@mu.ie, or visit: www.maynoothuniversity.ie/school-business

School of Business



Maynooth University

National University of Ireland Maynooth

'I found the course to be balanced, informative, challenging and rewarding and, as a student returning to full-time education, I felt that the individual modules were created with a focus on industry and retained a practical application that I have found invaluable since re-joining the workforce.'

Ger Guest

MSc Business Management Graduate and Vice President Product Manager at Global Cash Management



'I am half way through my working life and I found producing a 'Career Planning and Development Portfolio' very useful. Over my career I have up-skilled at various times to grow and evolve however, looking back, it was more of a reactive exercise and I will definitely maintain my 'Career Portfolio' going forward. The rate of technology change means we must keep up to date to be at least be on par with younger generations.'

Darran Finn

MSc IT-Enabled Innovation

'Overall, I had a wonderful experience studying in Maynooth University. Not only did it give me immense knowledge in the subject areas I was really interested in, but it also provided exposure to the real world business environment and challenges and exciting employment opportunities.'

Giedre Visockaite

MSc Strategy & Innovation Graduate and Strategy & Innovation Manager at Kirby Group Engineering Limited



What our graduates say about us!



'I found that this Masters programme differed from other similar programmes for various reasons. The content of the programme has a business focus with the advantage of the opportunity to learn the framework IT-CMF from IVI. Also, the combination of real-world examples, including the guest speakers from the industry at various expert levels, including CIOs, provides good knowledge and insights. The subjects you undertake are very rich, with content on IT Innovation, IT Governance, IT Performance/Risk, Digital Business Leadership, and more. Personally, one of the highlights was the Business Research Project, in which I conducted extensive research within the Innovation and Enterprise Architecture areas, including interviewing various experts within the industry based in different countries. These interviews also helped me to expand my business network and I gained valuable knowledge from the research which turned out to be very useful in my current career. Certainly, I have profited a lot from this master study. I would definitely recommend Maynooth University and this programme to students who are thinking of pursuing a master's degree within this discipline.'

Metin Koc, MSc IT-Enabled Innovation Graduate, 2015

'Undertaking part-time study whilst working full-time was initially daunting for me, however I received incredible support from the business school faculty. The course structure enabled me to balance both my work and my studies. The modules studied provided an in-depth insight into the core elements of strategy and innovation. Furthermore, the lecturers created a great learning environment for students, whereby lectures had a blend of both teaching and interacting with the class, where myself and other students took part in many lively debates.'



The aspect of the course which I thoroughly enjoyed was the BRP, it's dynamic structure provided me with the opportunity to apply the theory I studied throughout my two years in a practical manner and also help my company overcome its most challenging problem with practical solutions. My two years as a part time student was challenging yet incredibly rewarding.'

Shannen Brown, MSc in Strategy and Innovation Graduate 2018



Having previously completed my undergraduate in Politics, and an M.A. in Modern and Contemporary Philosophy at Maynooth University, I felt the MSc Business Management course would complement, and help to round off my education as well as allowing me to study an area in which I had a keen interest. I was not disappointed. The lecturers blend academic theory and real-life professional experience to support the teachings, and prepare students for the business environment. The Business Research Project allows the academic to meet the practical as you must take a hands-on role in solving a business problem. Professionally or personally, the MSc Business Management will provide the requisite knowledge to conduct business responsibly and assuredly.

Jack Nelligan, MSc in Business Management Graduate 2017

My decision to undertake the MSc IT Enabled Innovation programme was instrumental in setting me up for a smooth transition into full time employment, and in a role I absolutely love. The course was highly intensive and entailed many group projects alongside individual assignments; however it was the group work which stood to me most upon transitioning into my career.

A few weeks after graduating I secured my current role as an IT Business Analyst in a software development company in Grand Canal Dock. I work in an agile environment alongside Developers, Scrum Masters, Architects and QA Engineers. I write the requirements and acceptance criteria for software and spend much of my time communicating with key stakeholders who are predominantly based in the U.S. The masters programme at Maynooth, specifically the opportunity I was given to do my business research project within an international FinTech company, set me up for great success within this environment. The small class size facilitates active discussions in the classroom, and the group work involved in the course provides invaluable life experience for dealing with different personalities and getting work done using one another's strengths.



I graduated from the MSc IT Enabled Innovation top of my class with a 1st class honours. I'm so glad I decided to stay on and I am so thankful to Maynooth University and the School of Business for helping me to achieve my potential.

Lauren Morrissey MSc in IT-Enabled Innovation Graduate 2016

Why the School of Business?



Maynooth University

National University of Ireland Maynooth

The School of Business provides students with the personal support that Maynooth University is renowned for, backed by the industry experience of its lecturers, the 'real-world' focus of its course content, and the preparation for the workplace offered in the design of its programmes.

Our passion is working with students from a mix of backgrounds (non-Business degree holders,

experienced professionals who do not hold a primary degree, and business graduates) to develop their understanding of intermediate and advanced concepts and practices of Business.

We have a dynamic teaching approach; a typical full-time student usually takes classes for two full days every fortnight. Students are encouraged to learn independently, through significant reading and assignments, sometimes on their own but also working in teams, both prior to a class and afterwards.



'At the School of Business, we are excited to welcome new and diverse people into our student community each September.

We thoroughly enjoy watching you embark upon a journal of educational development, culminating in the celebration of your achievements at your graduation in the spring of each year.'

Professor Peter McNamara
*Head of the School of Business and
Professor of Management*

Students complete a summer pathway, either a Business Research Project, Dissertation or a Placement. Placement is only available to full time students.

Student allocations to one of these pathways are made by the School of Business based on student academic performance and academic guidance.

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