



UNIVERSITY OF  
**LIMERICK**  
OLLSCOIL LUIMNIGH

**Kemmy  
Business School**



# LM050 Bachelor of Business Studies (BBS)

NFQ Level 8 Major Award Honours Bachelor Degree

The Kemmy Business School, University of Limerick is home to one of the biggest undergraduate business studies programme in Ireland.

The BBS suite of programmes includes:

- **Bachelor of Business Studies**  
*This option does not include the study of a language*

Upon entry, students who meet additional language requirements have the option to elect to study one of the BBS with Modern Language programmes. With this option, students study a language stream throughout the four years of the programme.

They are:

- **Bachelor of Business Studies with French**
- **Bachelor of Business Studies with German**
- **Bachelor of Business Studies with Japanese**
- **Bachelor of Business Studies with Spanish (Beginners and Advanced)**

If you are interested in gaining expertise in a specific business discipline, the BBS (Hons) degree suite of programmes offers you a broad choice of options which will enhance your employability on graduation. A blend of core business disciplines and management functions is integrated into the innovative design of the BBS, allowing insights to be reached early in the programme. The programme provides a strong foundation in a range of core business modules which run throughout the first three semesters.

Students choose their major option in Semester 4, which consists of two modules per semester from second through to fourth year, including an intervening Co-operative Education placement.

**KEY FACT:** The BBS will equip you with the necessary competencies in key business functions and a range of core skills so as to enable you, on graduation, to embark on a challenging and rewarding career.

## Year 2

Students take **one** of the following major options (second year through to fourth year):

- (1) Accounting and Finance
- (2) Economics and Finance
- (3) Human Resource Management
- (4) Marketing
- (5) Risk Management and Insurance

Information on Professional Exemptions is available at: [http://www.ul.ie/business/departments\\_accounting\\_finance](http://www.ul.ie/business/departments_accounting_finance). Students choose their minor option in Semester 5, this consists of one module per semester from third through to fourth year, including an intervening Co-operative Education placement.

## Year 3

BBS students take one of the following minor options (third year through to fourth year).

- Business Informatics
- Business Research Methods and Final Year Project
- Globalisation – An Economic Perspective
- Entrepreneurship
- Financial Services
- Law
- Management
- Organisational Psychology
- Sociology
- Supply Chain Management

Students taking BBS with a Modern Language do not take a minor option, instead, they continue their language studies over the final two years of the programme.

**ul.ie/business**

# Course Info:

**CAO Points:** Refer to [www.ul.ie/courses/](http://www.ul.ie/courses/)

**Course Length:** 4 Years

**Course Contact:** Michelle Cunningham

**For further info please contact:** Undergraduate Admissions

**Telephone:** +353 61202015

**Enquiries:** [www.ul.ie/admissions-askus](http://www.ul.ie/admissions-askus)

**Website:** [www.ul.ie/admissions](http://www.ul.ie/admissions)

## Entry Requirements:

Applicants are required to hold at the time of enrolment the established Leaving Certificate (or an approved equivalent) with a minimum of six subjects which must include:

Two H5 (Higher Level) grades and Four O6 (Ordinary Level) grades or Four H7 (Higher Level) grades. Subjects must include Mathematics, Irish or another language, and English.

In addition, applicants must hold at least an O4/H7 grade in Mathematics.

Students wishing to take a language option must have a H4 in that language, with the exception of Japanese or Beginners Spanish where a H4 in a language other than English is required.

Certain QQI awards are acceptable in fulfilling admission requirements for this programme. Go to [www.ul.ie/admissions](http://www.ul.ie/admissions) for a full list of relevant programmes.

We welcome applications from mature students. Mature applicants must apply through the Central Applications Office (CAO) by 1 February.

There are five major options which are outlined below:

### 1. Accounting & Finance

**Main disciplines**

Financial accounting, management accounting, finance and taxation

**Main skills acquired**

Financial decision-making, investment analysis, budgeting, financial statement analysis, costing, portfolio selection and tax compliance and planning

**Career focus**

Accounting, finance, taxation

### 2. Economics & Finance

**Main disciplines**

Financial economics, international and business economics, applied economics, corporate finance

**Main skills acquired**

Economic and financial analysis, decision-making, understanding financial markets and the global economy

**Career focus**

Economic analysis, portfolio management, banking and financial services

### 3. Human Resource Management

**Main disciplines**

Organisational behaviour, employment relations, human resource development and human resource management

**Main skills acquired**

Organisational behaviour analysis, interviewing skills, conflict management skills, consulting skills, performance management

**Career focus**

Human resource management, training and development, management consulting, employment relations, recruitment

### 4. Marketing

**Main disciplines**

Marketing communications, branding, consumer culture and marketing intelligence, digital marketing

**Main skills acquired**

Market analysis, role and power of marketing in modern business enterprises, market research techniques

**Career focus**

Product and brand management, market research, advertising and sales

### 5. Risk Management & Insurance

**Main disciplines**

Risk management, insurance and underwriting

**Main skills acquired**

Risk assessment and evaluation, risk control, decision-making, insurance law

**Career focus**

Insurance underwriting, fund management, risk analyst, claims assessment, loss adjuster, risk adviser

# Programme Outline

## LM050 – Bachelor of Business Studies Degree Level 8 programme

<b>Year 1</b>	<b>Semester 1</b> Microeconomics Management Principles Principles of Accounting Business Information Communications	<b>Semester 2</b> Macroeconomics Principles of Organisational Behaviour Managerial Accounting Marketing Broadening Module
<b>Year 2</b>	<b>Semester 3</b> Principles of Risk Management Principles of Human Resource Management Finance Economics for Business Applied Business Mathematics	<b>Semester 4</b> Entrepreneurship & Innovation Employment Relations Applied Business Statistics Major Option 1 Major Option 2
<b>Year 3</b>	<b>Semester 5</b> International Management Financial Information Analysis Major Option 3 Major Option 4 Minor Option 1	<b>Semester 6</b> <b>+ Summer</b>  Cooperative      Cooperative Education      Education
<b>Year 4</b>	<b>Semester 7</b> International Political Economy Legal Environment of Business Major Option 5 Major Option 6 Minor Option 2	<b>Semester 8</b> Strategic Management Company & Partnership Law Major Option 7 Major Option 8 Minor Option 3

**LM050 – Bachelor of Business Studies Degree with French, German, Japanese or Spanish Level 8 programme**

<p><b>Year 1 Semester 1</b></p> <ul style="list-style-type: none"> <li>Microeconomics</li> <li>Management Principles</li> <li>Principles of Accounting</li> <li>Business Information</li> <li>French/German/Japanese/Spanish</li> </ul>	<p><b>Semester 2</b></p> <ul style="list-style-type: none"> <li>Macroeconomics</li> <li>Principles of Organisational Behaviour</li> <li>Managerial Accounting</li> <li>Marketing</li> <li>French/German/Japanese/Spanish</li> </ul>		
<p><b>Year 2 Semester 3</b></p> <ul style="list-style-type: none"> <li>Principles of Risk Management</li> <li>Principles of Human Resource Management</li> <li>Finance</li> <li>Economics for Business</li> <li>French/German/Japanese/Spanish</li> </ul>	<p><b>Semester 4</b></p> <ul style="list-style-type: none"> <li>Entrepreneurship &amp; Innovation or Employment Relations</li> <li>Applied Business Statistics</li> <li>Major Option 1</li> <li>Major Option 2</li> <li>French/German/Japanese/Spanish</li> </ul>		
<p><b>Year 3 Semester 5</b></p> <ul style="list-style-type: none"> <li>International Management</li> <li>Financial Information Analysis</li> <li>Major Option 3</li> <li>Major Option 4</li> <li>French/German/Japanese/Spanish</li> </ul>	<p><b>Semester 6 + Summer</b></p> <table border="0"> <tr> <td>Cooperative Education</td> <td>Cooperative Education</td> </tr> </table>	Cooperative Education	Cooperative Education
Cooperative Education	Cooperative Education		
<p><b>Year 4 Semester 7</b></p> <ul style="list-style-type: none"> <li>International Political Economy</li> <li>Legal Environment of Business</li> <li>Major Option 5</li> <li>Major Option 6</li> <li>French/German/Japanese/Spanish</li> </ul>	<p><b>Semester 8</b></p> <ul style="list-style-type: none"> <li>Strategic Management</li> <li>Company &amp; Partnership Law</li> <li>Major Option 7</li> <li>Major Option 8</li> <li>French/German/Japanese/Spanish</li> </ul>		



# Student Profiles



## Catherine Hurley

The BBS programme provides a solid foundation to any student seeking a career in business. Students are exposed to a multitude of different business subjects and provided with the opportunity to participate in and explore a broad range of business topics associated to Accounting and Finance, Economics, Risk and Insurance, Human Resources and Marketing. This allows you to explore many different areas of business enabling you to make an informed decision on which area of business you would like to pursue, when selecting your major option in the second year of your degree.

University could have been a daunting task, however, the BBS team and the staff in UL have provided me with an abundance of support on my 4-year journey. Supports such as additional tutorials, discussions directly with lecturers and tutors and a huge amount of support from their maths learning centre have been a vital element in helping me achieve academic success and my degree.

Co-op placement offers students a fantastic opportunity to apply what they have learned on the job and gain some relevant work experience. I worked for 9 months in the Advisory section of an accounting firm. This gave me the opportunity to gain real life work experience in the accounting field and was an important element in my decision to pursue a career in Accounting upon graduation. I have secured a graduate placement with accounting firm BDO in their audit department and I am excited to embark on the next stage of my career.

**Catherine's major option was Accounting and Finance**



## Leanne Delaney

**3rd year**

**BBS Risk Management and Insurance**

The BBS programme is the perfect course for a student who wants to experience all aspects of business and see what area fits them best. Personally, I initially found the transition from 2nd level to 3rd level overwhelming, however the BBS programme was the ideal course for me as I always had an interest in business but was unsure of the sector I wanted to focus in more detail.

The areas you are given the opportunity to explore are Accounting and Finance, Economics, Risk and Insurance, Human Resources and Marketing. I was attracted to the area of Risk Management and Insurance which I then decided to do as my major.

Having the support and encouragement from the staff at the Kemmy Business School also made a difference to the learning aspect of my college experience. Despite the large volume of students who are part of the BBS programme each year, this is solved with the additional learning supports that are provided to students in the form of tutorials and learning centres.

However, what really sets the programme apart from the rest is the Co-operative Education programme. As the Co-op placement commences at second semester of 3rd year it gives you the opportunity to apply the knowledge you have learned through your academic studies to your Co-op placement. From working as an intern in a life assurance company I found it provided me such a valuable experience that one couldn't learn from a book. The knowledge I have gained from placement I know will be very beneficial for me when I graduate and enter the workforce in the future. As I conclude my placement, I am excited for what the rest of the programme has to offer as I enter my fourth and final year of the course where I would hope to learn more crucial skills which will help me with my future career.

**Leanne's major is Risk Management and Insurance**

## Careers

Employment opportunities for BBS graduates have been excellent, as the degree provides a general business education as well as an opportunity to combine specialist options that will develop your skills in a number of key areas. Students who complete the BBS may choose from a wide range of careers in both the public and private sectors. The precise job titles will depend upon your special interests and abilities, together with the nature of your employer's business ([www.ul.ie/careers](http://www.ul.ie/careers))

Typical careers include:

- Tax Consultant
- Banking, Insurance and Financial Services
- Accountant
- Financial Analyst
- Stockbroker
- Pensions and Insurance Administrator
- Risk Analyst
- Economist
- Marketing Brand Manager
- Advertising Account Manager
- Management Consultant
- HR Manager
- HR Recruitment and Training
- Public Relations Officer
- Social Researcher

## Co-operative Education

A distinctive and integral part of the BBS in UL is the innovative Cooperative Education Programme. This programme places you in employment in an appropriate business environment for an eight-month period in 3rd year. You will have an opportunity to apply your business education in a real work environment.

## Erasmus/ Study Abroad/ Dual Degree

The BBS suite of programmes offers students the opportunity to study abroad for one semester in either spring of 2nd year or autumn of 3rd year, however, it is not compulsory. We have over 80 highly ranked exchange partners in over 35 countries. These exchanges are open to both language and non-language students as the vast majority of our partner institutes provides programmes taught through English.

The BBS programme also offers students the opportunity of a dual degree with prestigious Business Schools in France, Japan and Poland. These agreements involve the BBS degree offered by the KBS and an equivalent degree offered by the partner Schools, which is the first of its kind to be established at the University of Limerick. Under the agreement, BBS students from UL spend their first two years studying in UL (as normal) and can then opt to spend their last two years studying at a partner School, as well as completing our work placement programme.

Upon successful completion of the four years of studies, students will receive a degree from UL and the equivalent degree from the partner School giving students two degrees. This provides BBS students with an amazing opportunity to earn a second degree from some of Europe's most prestigious Business Schools.

Note: There are no fee implications as students will only pay the UL fees and not those of the partner School.

Further information is available from:  
<http://www.ul.ie/business/undergraduate>



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