# BSC (HONS) (INTERNATIONAL BUSINESS WITH LANGUAGES) (GERMAN)

## Programme Requirements

| Code | Title | Credits |
|---|---|---|
| **Year 1** | | |

Students take **60** credits as follows – all listed core business modules (**40** credits) and modules to the value of **20** credits from the chosen language pathway:

*Core Business Modules*

| Code | Title | Credits |
|---|---|---|
| AC1102 | Financial Accounting | 5 |
| BU1001 | Professional Development for International Business | 5 |
| BU1002 | Business and Economic Decision-Making | 5 |
| EC1202 | Economic Reasoning for Business | 5 |
| IS1001 | Digital Foundations for International Business | 5 |
| LW1108 | Introduction to the Legal System | 5 |
| MG1004 | Principles of Management and Organization | 5 |
| MG1006 | Principles of Marketing in International Environments | 5 |

*German*

Students take **20** credits as follows from Beginners' German or Non-Beginners' German:  20

**Beginners**

| Code | Title |
|---|---|
| GE1103 | Integrated Written and Oral German Language Course for Beginners (10) |
| GE1104 | Introduction to German Culture and Literature for Beginners (5) |
| GE1122 | Reading and Writing the German-Speaking World (5) |

**Non-Beginners**

| Code | Title |
|---|---|
| GE1101 | Integrated Written and Oral Language Course for German (10) |
| GE1102 | Introduction to German Literature and Culture (5) |
| GE1122 | Reading and Writing the German-Speaking World (5) |

**Year 2**

Students take **60** credits as follows – all listed core business modules (**40** credits) and modules to the value of **20** credits from the chosen language pathway:

*Core Business Modules*

| Code | Title | Credits |
|---|---|---|
| AC2200 | Introduction to Management Accounting | 5 |
| BU2002 | Responsible Leadership and Communication | 5 |
| EC2008 | The International Economy | 5 |
| FE2015 | Sustainable International Business | 5 |
| IS2001 | Analytics for International Business | 5 |
| LW1109 | Introduction to Business Law | 5 |
| MG2005 | International Business | 5 |
| MG2009 | Research Methods for Qualitative and Quantitative Analysis | 5 |

*German*

Students take **10** credits of core modules and **10** credits of elective modules:

*Core Modules*

| Code | Title | Credits |
|---|---|---|
| GE2801 | Integrated German Language Course for International Business Students | 10 |

*Elective Modules*

Students take modules to the value of **10** credits from the following:  10

| Code | Title |
|---|---|
| GE2002 | Core Elements of German Culture (5) |
| GE2100 | German Love Poetry (5) |
| GE2102 | Linguistics 1 (5) |
| GE2126 | German Literature from 18th to 21st Century (5) |
| GE2130 | Constructing and Deconstructing German National Identity: Key Texts (5) |
| GE2150 | Memory in Contemporary German Fiction (5) |
| GE2805 | Gender and Power in German Literature and Film (5) |
| GE2902 | Political and Social Culture in Germany since 1945 (5) [2] |

**Year 3 (from 2024/25 onwards)**

Students take the equivalent of **60** credits at their host institution.  60

**Year 3 Repeat (from 2024/25 onwards)**

Students take **60** credits as follows – business modules (**40** credits) and modules to the value of **20** credits from the chosen language pathway:

*Elective Business Modules*

Students take modules to the value of **40** credits from the following:

| Code | Title |
|---|---|
| AC3302 | Investment Appraisal (5) |
| AC3304 | Introduction to Pricing Assets and Valuation (5) |
| EC3208 | Economics and Markets after the Crisis (5) |
| FE3317 | Co-operative Business and Sustainable Rural Economies (5) |
| GV1218 | International Politics (5) |
| GV2218 | European Government and Politics (5) |
| LW2206 | Commercial Law: Intellectual Property Law and Finance (5) |
| MG2003 | Consumer Behaviour and Sustainable Consumption (5) |
| MG3013 | Marketing Communications (5) |
| MG3014 | AI & Data-Enhanced Strategies for Social Media Marketing (5) |

Students take modules to the value of **20** credits from the following:

| Code | Title |
|---|---|
| GE3103 | Linguistik II (5) |
| GE3108 | Teaching German as a Foreign Language (5) |
| GE3139 | German-Irish Relations from the 9th Century to the 21st Century (5) |
| GE3151 | Migration, Multilingualism and Literature (5) |
| GE3902 | Language and Interpretation: The Philosophy of Making Sense (5) |
| GE3904 | The Double Face of Germany: Representing the Holocaust (5) |
| LL3102 | European Cultural Capitals (5) |

**Year 4 (from 2025/26 onwards)**

Students take **60** credits as follows – all listed core business modules (**10** credits), elective business modules to the value of **30** credits and modules to the value of **20** credits from the chosen language pathway:

*Core Business Modules*

| BU4001 | International Business Strategy Capstone | 10 |
|---|---|---|

*Elective Business Modules*

| Students take modules to the value of **30** from the following: [1] | | 30 |
|---|---|---|
| AC4406 | Accounting in Business | |
| AC4407 | Financial Reporting 1 [2] | |
| AC4408 | Financial Reporting 2 [3] | |
| EC3007 | Growth and Development in a Global Economy | |
| EC4220 | Strategic Economic Consultancy | |
| EC4224 | Innovation and Technology | |
| FE4002 | Global Food Policy | |
| FE4208 | Grocery Shopper Behaviour and Food Retail Marketing | |
| FE4450 | International Food Business | |
| GV4401 | Global Governance | |
| GV4415 | Contemporary Debates in the EU | |
| LW2102 | Economic Law of the European Union | |
| LW3311 | Company Law | |
| MG4034 | Entrepreneurial Business Start-Ups | |
| MG4042 | International Brand Strategy | |
| MG4043 | International Marketing Management | |
| MG4048 | Digital Marketing for International Marketplaces | |

*German*

Students take **15** credits of core modules and **5** credits of elective modules:

*Core Modules*

| GE3101 | Advanced Integrated German Language Course | 10 |
|---|---|---|
| GE3807 | Commercial Language: German | 5 |

*Elective Modules*

| Students take a module to the value of **5** credits from the following: | | 5 |
|---|---|---|
| GE3103 | Linguistik II (5) | |
| GE3108 | Teaching German as a Foreign Language (5) | |
| GE3139 | German-Irish Relations from the 9th Century to the 21st Century (5) | |
| GE3142 | Nietzsche für Alle und Keinen: The Philosopher as Artist (5) | |
| GE3150 | Topographies and Fiction (5) | |
| GE3151 | Migration, Multilingualism and Literature (5) | |
| GE3902 | Language and Interpretation: The Philosophy of Making Sense (5) | |
| GE3904 | The Double Face of Germany: Representing the Holocaust (5) | |
| LL3102 | European Cultural Capitals (5) | |

**Total Credits**                                                                 **240**

[1]  Students may take no more than 15 credits of elective Business modules in any semester. Students must discuss their electives with the Programme Director to align their choices with their career plans.

## Examinations

Full details and regulations governing Examinations for each programme will be contained in the *Marks and Standards Book* and for each module in the *Book of Modules*.