

## Modules Offering Lucerne Spring 2021



Semester	Field of Study	Module Name	Level	Credits	Duration	Brief Description of Course	Responsible / contact person
Spring - January 2021 - May 2021	Business	<a href="#">Business Management</a>	6	5	3h15	This Module equips the learners with an understanding of the core management functions and how they are inter-related as well as the skills to analyse a business environment using seminal business models. This module is to introduce learners to some of the principles of business in a management context. The module is intentionally broad based, covering an array of areas of relevance to business actors. Although the content is delivered in a management context, it does have broader relevance many positions employed to various business functions.	Mary Gordon
Spring - January 2021 - May 2021	Business	<a href="#">Computer Applications 2</a>	6	5	3h15	This module ensures the learners can competently use spreadsheets and databases in a given scenario within the business context. Learners will embed functions and processes into a spreadsheet or database to more efficiently complete a given process. The focus of this module is on the use of data, and how it can be presented and manipulated in excel and database software packages, a skill set that is becoming increasingly necessary in the modern data-driven business environment.	Mary Gordon
Spring - January 2021 - May 2021	Business	<a href="#">Life Skills for Success</a>	6	5	3h15	This module equips the learners with an understanding of the effects, causes and ways of dealing with workplace stress ensuring the development of skills, including job search skills, preparing a CV, interview skills and making career changes. Teamwork is essential to this module and learners acquire a deep understanding of the importance of teamwork and how conflicts in teamwork can be resolved. This module adopts a practical orientation, focusing on the practical skills that the learner needs to possess to help ensure a successful career and work-life balance.	Mary Gordon
Spring - January 2021 - May 2021	Business	<a href="#">Organisational Behaviour</a>	6	5	3h15	This module creates an awareness of the major trends in the development of Organisational Behaviour and learners will apply contemporary issues in Organisational Behaviour to real-life business scenarios. The module introduces and develops the learner's knowledge of organisations and the nature of their operations. This module will allow learners to develop the skills needed to understand how an organisation should work efficiently and effectively, such skills that would complement the learning acquired in other modules of the various business functions.	Mary Gordon
Spring - January 2021 - May 2021	Business	<a href="#">Business &amp; Society</a>	7	5	3h15	cerns that are common in Ireland. Although the focus will largely be on the Irish context	Mary Gordon
Spring - January 2021 - May 2021	Business	<a href="#">Marketing Research</a>	7	5	3h15	This module equips the learner with a structured framework to carry out marketing research. This framework, referred to as The Marketing Research Process, is a start to finish process for carrying out research, and should allow for a comprehensive marketing research report to be completed as an output. The learner will gain experience and develop skills in providing intelligible insights to applied marketing decisions, through research informed solutions. The module serves to introduce learners to methodologies of research. Whilst the module will address theoretical issues within marketing research, the orientation of the course is applied.	Mary Gordon

Spring - January 2021 - May 2021	Business	<a href="#">Microeconomics</a>	7	5	3h15	This module ensures the learners understand how an economy operates through microeconomic models and the underlying forces and functions of markets. This module is crucial to the business function.	Mary Gordon
Spring - January 2021 - May 2021	Business	<a href="#">Social Media Marketing</a>	7	5	3h15	This module furthers the learner's existing marketing knowledge by focusing on how digital technology and social media developments are influencing customers and are encouraging significant innovation in the marketing strategy and business operations of many firms. Learners will examine the ways in which marketing professionals can lever digital technology to achieve functional efficiencies and to devise effective marketing strategies which are imperative for the digital age. This module provides learners with the opportunity to gain an understanding of the rapidly growing area of social media, and how it can be utilised as a marketing platform.	Mary Gordon
Spring - January 2021 - May 2021	Business	<a href="#">Business Strategy</a>	7	5	2h40	This module provides learners with knowledge of strategy concepts and how such concepts can be applied to practical business scenarios. This module will develop the learners' strategic skills through the utilisation of prominent business strategy models and frameworks, focused at the macro-environmental, industry, and company level. This module explores the nature of business strategy, and its value in contemporary organisations. The ability to think strategically, to develop strategy policies, and to critique existing strategy, has long been held in high esteem by business professionals.	Mary Gordon
Spring - January 2021 - May 2021	Business	<a href="#">Employment Relations</a>	7	5	2h40	ciency of their operations.This module aims to provide learners with the necessary in	Mary Gordon
Spring - January 2021 - May 2021	Business	<a href="#">Lean Six Sigma</a>	7	5	2h40	This module enables the learner to understand how organisations aim to achieve waste elimination in manufacturing / services and how to plan, execute and control lean six sigma projects. The module will focus on the key lean six sigma processes of Strategic Planning; Sources of Waste; Tools; Costs of Quality; Customer Focus and Supply Chain Management. The course will enable graduates to independently plan and run lean six sigma projects in organisations.	Mary Gordon
Spring - January 2021 - May 2021	Business	<a href="#">Services Marketing</a>	7	5	2h40	This module aims to provide learners with a focused understanding of the marketing function within a services context. Given the significant rise of services to become a dominant sector of many developed economies, and its increasing importance in developing and emerging economies, a specific focus of this module is on the services context as well as the services marketing concepts, to the services sector.	Mary Gordon
Spring - January 2021 - May 2021	International Business	<a href="#">Corporate Governance and Business Ethics</a>	8	5	2h40	Provide learners with an understanding of the rules and guidelines in which corporate entities are operated and controlled	Mary Gordon
Spring - January 2021 - May 2021	International Business	<a href="#">Doing Business in Global Markets</a>	8	5	2h40	To devise a framework for understanding the complexity of business systems and cultures in global markets.	Mary Gordon
Spring - January 2021 - May 2021	International Business	<a href="#">Global Sales Management</a>	8	5	2h40	Provides the learner with a critical understanding of the commercialisation of organisational and specifically marketing strategies, within the context of multinational organisations.	Mary Gordon
Spring - January 2021 - May 2021	International Business	<a href="#">Project Management</a>	8	5	2h40	Learn how organisations goals are translated into strategic, tactical and operational plans through the application of project management.	Mary Gordon
Spring - January 2021 - May 2021	International Business	<a href="#">International Marketing</a>	8	5	2h40	This module evaluates the nature of marketing in an international context with the learners critically evaluating how marketing activities can play a critical role in developing a brand in global markets. Learners will recognise how the marketing functions can support other business functions when operating internationally and how the theories and practices behind the marketing mix variables and how they apply in international markets.	Mary Gordon

Spring - January 2021 - May 2021	International Business	<a href="#">Personal and Professional Development</a>	8	5	2h40	This module is to develop the personal and professional skills necessary to support the opportunities and challenges that learners will face in the workplace.. Personal and professional skills help learners to develop confidence and resilience, manage time and stress, work in teams, improve critical thinking and analysis and be more creative in solving problems and communicating effectively. By developing these skills, learners will be a position to take advantage of job opportunities and decrease stress in their personal lives.	Mary Gordon
Spring - January 2021 - May 2021	International Business	<a href="#">Global Operations &amp; Supply Chain Management</a>	8	5	2h40	This module creates a high-level and comprehensive understanding of the role of the operations function within an organisation and the outward impact operations and supply chain management has on all aspects of the business. This module allows learners to develop their understanding and skills of operations and supply chain management within an international context. Given the operational difficulties that can occur when a firm engages in international business, the efficient management of its operations is key to ensure that the company can excel internationally. Also, efficient management of a company's supply chain can ensure that its leverages the scale economies associated with operating internationally.	Mary Gordon
Spring - January 2021 - May 2021	International Business	<a href="#">e-Business and Digital Marketing Strategy</a>	8	5	2h40	This module is to allow learners to gain an insight into the increasingly important area of e-Business, which has become a core platform for many businesses to grow their business, and the area of digital marketing, which is prominent in many businesses overall marketing strategy.	Mary Gordon
Spring - January 2021 - May 2021	International Business	<a href="#">International Human Resource Management</a>	8	5	2h40	This Module will enable students to understand concepts and theories of effective Human Resources Management and to apply these within an International Business perspective. Students will gain insights into their personal capacities to successfully meet these challenges and to identify good HR practice to cope within such International Organisations. The rationale for the inclusion of this module is to allow learners to develop their understanding of the business function of Human Resource Management, and to understand the application of this function in the international business context.	Mary Gordon
Spring - January 2021 - May 2021	International Business	<a href="#">International Financial Management</a>	8	5	2h40	This module fosters among learners the intellectual, technical and personal skills required in an international management context. Learners will gain an understanding of the principles and issues relating to international financial management in the context of problem-solving and financial decision-making in an international business environment.	Mary Gordon
Spring - January 2021 - May 2021	IT / Computing	<a href="#">Software Defined Computing</a>	6	5	3h15	The module aims to introduce the learner to desktop and cloud virtualisation tools and technologies which are accepted as the new norm in computing resources provisioning. The module enables learners to understand the fundamental concepts of software-defined computations and underlying infrastructures. The module introduces learners to how computational functions are executed in an environment where intelligence is removed from the hardware layer and abstracted to a standardised software layer running on a commodity infrastructure. Software-defined computing allows IT administrators to introduce new functionality instantly and scale systems according to rapidly changing requirements.	David Keane
Spring - January 2021 - May 2021	IT / Computing	<a href="#">Networking Technologies</a>	6	5	3h15	physical installation and commissioning of networks and connections to the internet.	David Keane
Spring - January 2021 - May 2021	IT / Computing	<a href="#">Mathematics for IT 1</a>	6	5	3h15	This module ensures the learners have basic mathematical and computational skills necessary for ICT.	David Keane
Spring - January 2021 - May 2021	IT / Computing	<a href="#">DevOps</a>	7	5	2h40	Learner understands the importance of an agile relationship between software develop	David Keane

Spring - January 2021 - May 2021	IT / Computing	<a href="#">Mobile Applications 1</a>	7	5	2h40	This module will expand a learner's knowledge of mobile application development. It is intended for learners who know the fundamentals of building an app and will cover specific tools and technologies applicable to mobile development including data storage, asynchronous tasks, app settings, advanced graphics and geo features.	David Keane
Spring - January 2021 - May 2021	IT / Computing	<a href="#">Statistics and Data Science</a>	7	5	2h40	This module equips the learner with the tools and methods to find structure in and to give deeper insight into data and to analyse and quantify uncertainty. The module shows the learner how data science can help organisations to reduce costs, make more informed decisions and develop new products and services.	David Keane

**NOTE: IF A LEARNER CHOOSES MODULES FROM DIFFERENT LEVELS AND DIFFERENT PROGRAMMES THERE MAY BE A TIMETABLE CLASH. PLEASE ENSURE YOU HAVE AN OPTION A & B**