

DIPLOMA IN BUSINESS MANAGEMENT FOR ENTREPRENEURS

– MINOR AWARD NEW 2009

Course Objective

This programme is designed to expose potential entrepreneurs to the key knowledge and skills required to manage their own business. Tourism in Ireland is dominated by small and medium-sized businesses. In 2005, some 16,500 tourism businesses employed 145,000 people, representing an average staffing level of 8.8 people per enterprise.

Course Content

<ul style="list-style-type: none">• IT (1)• IT (2)• EU Policy & Law• Marketing• HRM	<ul style="list-style-type: none">• Marketing Research• Management• Entrepreneurship• Marketing Communications• Accounting for Non-Accountants	<ul style="list-style-type: none">• Business Plan Strategy• Financial Management• Business Plan
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Entry Requirements

Direct entry through Life Long Learning Department. Applicants should have 5 years relevant work experience.

FOR FURTHER INFORMATION
ON MINOR AWARDS - See Page 4

Key Information

DURATION	2 Years 3 modules in each Semester 1, 2, 3 (Tuesday & Thursday: 7pm to 10pm, Saturdays: 10am to 1pm) 4 modules in Semester 4 (Tuesday, Wednesday, Thursday 7pm to 10pm & Saturday: 10am to 1pm)
QUALIFICATION	Diploma in Business Management for Entrepreneurs - Minor Award
COST	€4,160
PROPOSED START DATE	January 2009

Progression Opportunities

This minor award is worth 65 ECTS credits. Successful completion contributes 65 ECTS credits towards the completion of the BA (Ord) or BA (Hons) in Adventure Tourism Management.