

MASTER OF BUSINESS

(with a General stream or a choice of specialisms in Enterprise, Information Systems, Marketing, Tourism & Accounting)

Course Objective

The Master of Business is an exciting one-year full-time* programme enabling business studies graduates to specialise in a selected field ready to enter the employment market and to develop into leaders who will guide and create tomorrow's businesses. Providing participants with enhanced opportunities both to benefit from and to contribute to the growing knowledge economy. It is a course which will cultivate strategic thinking, cross-functional and entrepreneurial graduates.

*Also available part-time over 2 years

Each specialist stream involves 6 core modules + 3 specialist modules, as below:

Course Content

CORE MODULES	
<ul style="list-style-type: none">• Applied Corporate Strategy• International Corporate Strategy• Services Marketing Management	<ul style="list-style-type: none">• Research Methods• Information Systems• Research Project
SPECIALIST STREAMS*	
<p>General Stream</p> <ul style="list-style-type: none">• Innovation & Creativity• New Venture Creation and Growth• International Project Management <p>Marketing Stream</p> <ul style="list-style-type: none">• Strategic Marketing and Management• Contemporary Issues in Marketing• Applied Marketing Communications <p>Accounting Stream</p> <ul style="list-style-type: none">• Corporate Governance• Strategic Management Accounting• Financial Accounting & Reporting	<p>Enterprise Stream</p> <ul style="list-style-type: none">• The Enterprise Environment <p>Information Systems Stream</p> <ul style="list-style-type: none">• Enterprise Database Management• eBusiness Development• Network Management <p>Tourism Stream</p> <ul style="list-style-type: none">• Tourism Policy and Planning• Tourism Business Development• Sustainable Tourism Management

*Subject to demand and resources

A detailed information sheet on this programme is available at <http://www.ittralee.ie/en/InformationAbout/Courses/BusinessandSocialStudies/BusinessStudiesandLanguages/MastersofBusiness/>

Entry Requirements

To be considered for admission candidates must normally hold one of the following from an Irish 3rd level institution or its equivalent from an overseas university:

- a minimum of 2nd class honours in a business degree or related area;
- an approved equivalent qualification with a minimum of three years experience in a business environment.

To be eligible for the specialist streams applicants must have the following 2nd class honours degree:

- General and Enterprise Stream: Any business degree or related area;
- Marketing Stream: Marketing at level 8 honours degree;
- Tourism Stream: Tourism at level 8 honours degree;
- Information Systems Stream: Information Systems at level 8 honours degree;
- Accounting Stream: Accounting at level 8 honours degree.

Other candidates with extensive practical or professional experience and non-standard qualifications are welcome to apply to the programme and may be admitted to the programme on the basis of their experience, which can be assessed by the Institute's RPL process.

FOR FURTHER INFORMATION PLEASE CONTACT

Dr. Clare Rigg, Tel: 066 7191934,

Email: clare.rigg@staff.ittralee.ie or contact the

Admissions Office Tel: 066 714 5638 or Email: info@ittralee.ie

Application forms are available from the web-site at

<http://www.ittralee.ie/en/InformationAbout/Courses/BusinessandSocialStudies/BusinessStudiesandLanguages/MastersofBusiness/>

Key Information

DURATION

1 Year Full-time or 2 Years Part-time

Timetabled hours are typically 8-12 hours per week across 3 afternoons, 2 to 6pm, between late September and mid May. During these months students are expected to spend at least twice as much time again in self-study, which includes company visits, independent research, working on group projects and reading and preparing assignments. Following exams in late May students spend until late August completing their Research Projects.

QUALIFICATION

Master of Business

COST

€5,842 (2007/08) (under review 2008/09)

START DATE

September 2008