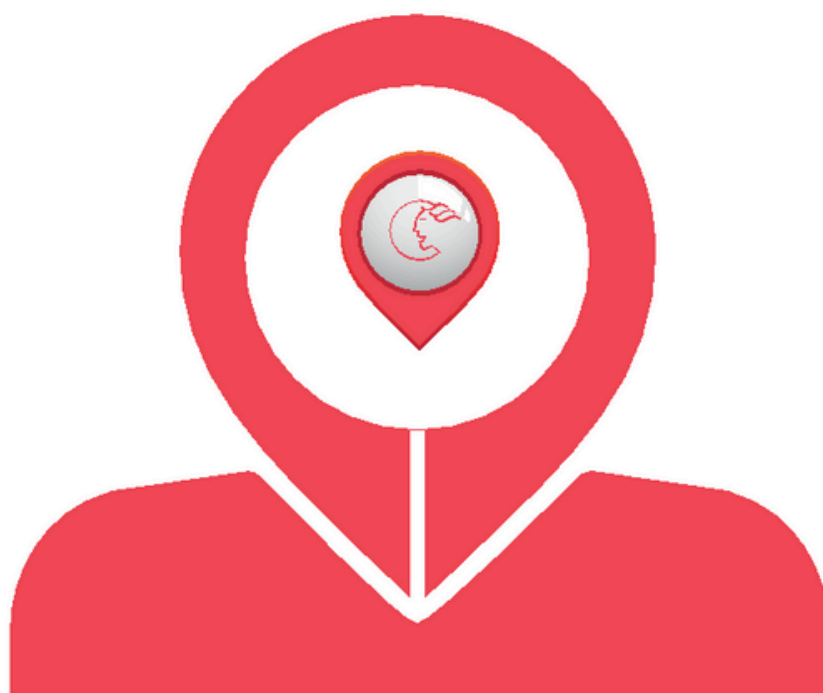


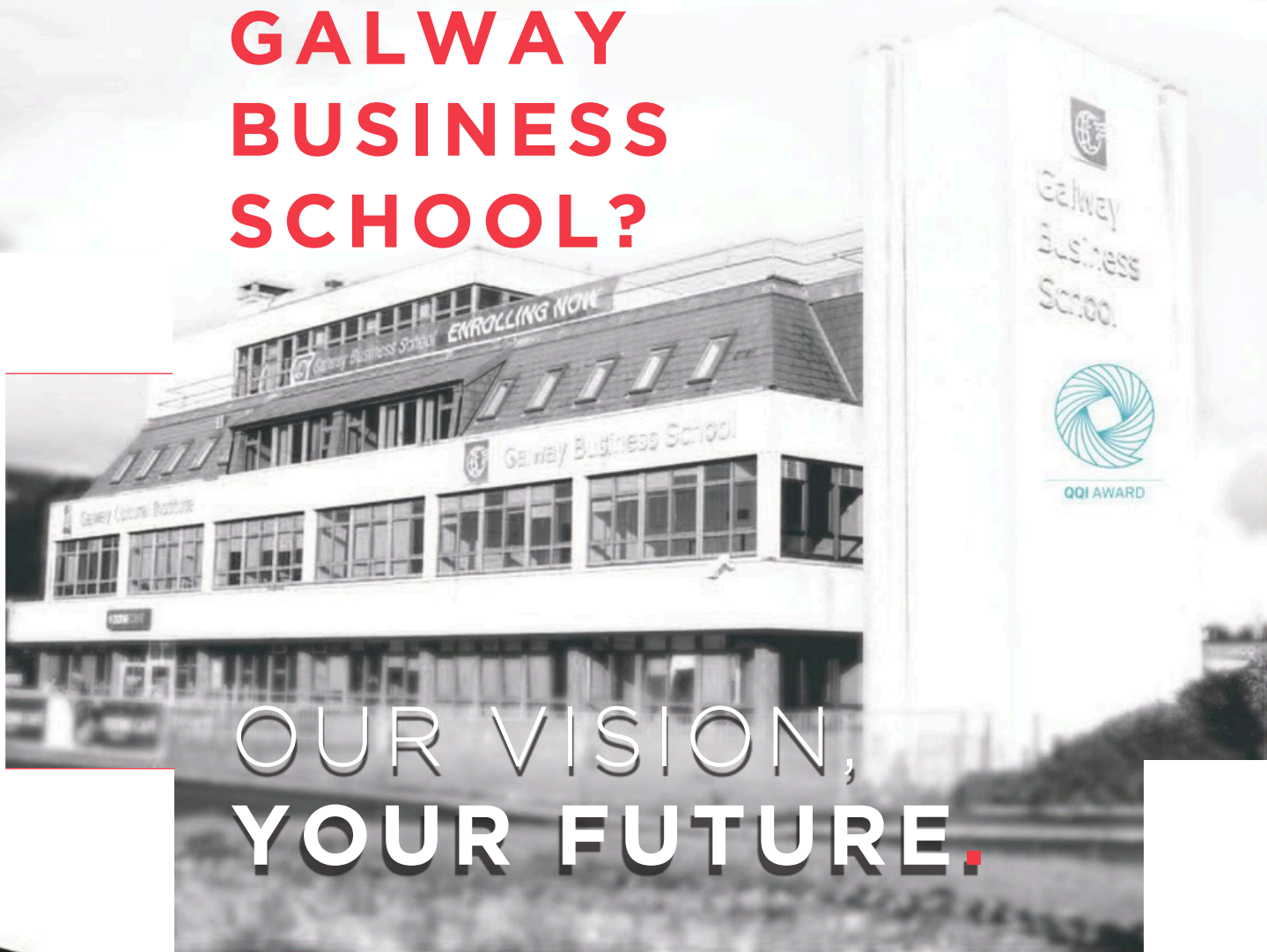
YOUR  
FUTURE  
IS HERE



GALWAY BUSINESS SCHOOL



# WHY GALWAY BUSINESS SCHOOL?



## OUR VISION, YOUR FUTURE.

If you're seeking third-level qualifications with a view to achieving a successful career in business, Galway Business School can provide the tools you need to find success in your career by offering:

- n A path to global and local excellence which delivers international success
  - n Leadership in action by nurturing innovation and creativity
  - n An entrepreneurial spirit fostered with company visits and talks by business experts
  - n An expert faculty of specialist business leaders and thinkers
  - n An ideal, student-centred environment with small classes and personalised learning
  - n Academic programmes to engage your mind and stimulate your understanding
  - n Learn in class today and apply it in real life tomorrow
- All Bachelor degree programmes are awarded 60 ECTS (European Credit Transfer Scheme) each year at GBS





# FROM IRELAND TO THE WORLD

## WHY IRELAND?

- n **STUDY** in one of the best education systems in the world
- n **BENEFIT** from Ireland's investment in the education system
- n **CHOOSE** from over 500 internationally recognised qualifications
- n **CONNECT** with career opportunities with leading global companies located in Galway
- n **ACHIEVE** your ambitions in Europe's most entrepreneurial city
- n **EXPERIENCE** living in one of the friendliest and safest countries in the world

## WHY GALWAY?

- n An educational & university city, population 100,000 with 25,000 Irish students
  - n Home to some of the World's leading IT companies such as Cisco, EA Games, HP, SAP, etc.
  - n Galway is Ireland's leading medical device cluster
  - n Voted World's Friendliest city in 2015
  - n Winner of European Capital of Culture 2020
  - n Galway is ranked as Financial Times No 1 Micro European city of the future 2016/17
  - n Affordable city and part-time jobs available all year around
- Located on the Atlantic west coast, Galway is safe, welcoming & affordable and caters for all international needs

**A STUNNING LOCATION  
OVERLOOKING THE  
ATLANTIC OCEAN**



# GBS GRADUATES ARE SUCCEEDING IN GLOBAL LOCATIONS



**IRELAND** Galway, Cork, Dublin, Belfast, Limerick, Waterford, Tipperary, Louth, Wexford, Wicklow, Mayo, Donegal, Kerry and Clare **UKRAINE** **CHINA** Shanghai, Ningxia **ROMANIA** **SOUTH AFRICA** **NIGERIA** **SAUDI ARABIA** **INDIA** New Delhi, Bangalore, Pune, Mumbai, Hyderabad, Chennai **JAPAN** **SOUTH KOREA** **AMERICA** New York, Boston, Nevada, San Francisco, Dallas **SPAIN** Madrid, Valencia and Barcelona **BRAZIL** Rio, Salvador and Sao Paulo

At GBS we are committed to maintaining strong connections with local, national and international companies. As part of our academic programmes each year, students undertake company visits to, for example, SAP, EA Games, Connacht Rugby, Galway Greyhound Track, Jameson and Google; and an obligatory short European study trip in Year 4. Many of our graduates have secured positions in these and similar companies on graduate programmes.

Ireland is a country where innovation, creativity and opportunity abound.



FRANCE Toulouse, Bordeaux, Paris, Lyon, Nantes, Mountpellier, Marseille ICELAND Reykjavik  
MEXICO Mexico City FINLAND Helsinki RUSSIA Moscow, Tura HONG KONG Happy Valley  
ENGLAND London, Liverpool, Manchester & Cambridge CANADA Ottawa, Toronto, Montreal,  
Alberta PORTUGAL Lisbon POLAND Katowice ITALY Milan GERMANY Berlin



# OUR PROGRAMMES



## UNDERGRADUATE PROGRAMMES

COURSE NAME	LEVEL	DURATION	MODE
<b>Bachelor of Business</b> <i>Available through CAO &amp; Direct Entry with GBS</i>	Level 7	3 Years	Full-time <i>Day</i> Part-time <i>Evening</i>
<b>Bachelor of Business (Honours) with International Business</b> <i>Direct Entry with GBS</i>	Level 8	1 Year Add-on	Full-time <i>Day</i> Part-time <i>Evening</i>



School visit to Google



## SEMESTER PROGRAMMES

COURSE NAME	LEVEL	ONE SEMESTER	MODE
<b>Certificate in Business &amp; Entrepreneurship</b> (20 ECTS) <i>Direct Entry with GBS</i>	Level 6	September	Full-time <i>Day</i> Part-time <i>Evening</i>
<b>Certificate in Business Communications</b> (20 ECTS) <i>Direct Entry with GBS</i>	Level 6	January	Full-time <i>Day</i> Part-time <i>Evening</i>
<b>Certificate in Sales and Marketing</b> (30 ECTS) <i>Direct Entry with GBS</i>	Level 6	January	Full-time Part-time <i>Day</i> <i>Evening</i>
<b>Certificate in Marketing Management</b> (30 ECTS) <i>Direct Entry with GBS</i>	Level 6	January	Full-time Part-time <i>Day</i> <i>Evening</i>
<b>Certificate in Strategic Management</b> (10 ECTS) <i>Direct Entry with GBS</i>	Level 7	September	Full-time Part-time <i>Day</i> <i>Evening</i> Part-time
<b>Professional Certificate in Data Analytics for Business</b> <i>Direct Entry with GBS</i>	Level 6	September + January	<i>Evening</i>





# BACHELOR OF BUSINESS

**YOUR FUTURE STARTS HERE**

**THREE ACADEMIC YEARS -LEVEL 7**

The Bachelor of Business (Level 7) is awarded by Galway Business School, on behalf of Quality and Qualifications Ireland (QQI). This programme is designed to give you a clearly structured, yet innovative business education which provides you with a solid foundation for success in your future career.

## PROGRAMME CONTENT

### Year 1

- n Computer Applications
- n Introduction to Business & Management
- n Principles of Economics
- n Quantitative Methods
- n Introduction to Marketing
- n Introduction to Accounting
- n Business Communications

### Year 2

- n Consumer Behaviour
- n Business Information Systems
- n Contemporary Business Management
- n Entrepreneurship
- OR Digital Marketing
- n Marketing Research
- n Business Law
- n Financial Accounting
- n People & Change Management
- OR Sales Management

### Year 3

- n Marketing Management
- n Project & Service Management
- OR International Marketing
- n Strategic Management
- n Financial Management
- n Human Resource Management
- n Business Research Project

## TRANSFERABLE SKILLS

- ✂ Entrepreneurial Skills
- ✂ Problem Solving
- ✂ Advanced Written and Oral Communication

## AWARD

Bachelor of Business Level 7



QQI AWARD





# BACHELOR OF BUSINESS HONOURS WITH INTERNATIONAL BUSINESS

## LEADERSHIP IN ACTION

### ONE ACADEMIC ADD-ON YEAR – LEVEL 8

Our Add-On Bachelor of Business Honours with International Business programme allows you to upgrade your qualifications. You will update your skills and knowledge and you can upgrade your level 7 qualifications, or equivalent, to an honours level 8 degree in one year.

## PROGRAMME CONTENT

- n Global Strategy
- n Contemporary International Issues
- n Innovation and New Enterprise Development
- n Strategic Information Systems
- n Personal and Professional Skills Development
- n Strategic Marketing
- n International Financial Management

## TRANSFERABLE SKILLS

- 🕒 Manage time, Projects &
- 🔍 Resources Data Research &
- 🧠 Analysis

Strategic Planning & Leadership

## AWARD

Bachelor of Business Honours  
with International Business Level 8



QQI AWARD



David Niland CEO GBS/GCI, Celestine Rowland MD GBS/GCI, An Taoiseach, Enda Kenny T.D. Prime Minister of Ireland,  
Mr. Frank Greene, President Galway Chamber of Commerce,

## SHORT STUDY ABROAD TRIP

Short Study Abroad Trip (obligatory) adding practical, experiential and an international aspect to this programme, the study abroad trip will include a series of lectures and company visits in an international setting.



# CERTIFICATE IN BUSINESS & ENTREPRENEURSHIP

GALWAY BUSINESS SCHOOL

**NFQ: LEVEL 6 — 20 ECTS — ONE SEMESTER**

**Modules:** Contemporary Business Management (10 ECTS), Entrepreneurship (10 ECTS)

## About the Certificate

The Business & Entrepreneurship Certificate is a QQI validated certificate and learners get 20 ECTS (European Credits).

The Certificate will enable learners:

- n to analyse a range of business management issues
- n to identify the qualities of successful entrepreneurs and the challenges they are facing
- n to discuss the concepts underlining innovation, entrepreneurship, business ethics and the fundamentals of management
- n to examine concepts such as developing a business idea
- n to create an entrepreneurial culture within an organisation
- n to understand contemporary business issues
- n to examine the integration of various functions of management

This certificate is highly practical.

## Course Structure & Award

This certificate will be delivered over one semester.

You will be assessed using a combination of exams and continuous assessment throughout the semester. On completion you will receive a QQI Certificate in Business & Entrepreneurship of 20 ECTS at level 6 on the National Framework of Qualifications –[www.qqi.ie](http://www.qqi.ie)

## Further Study Options

Students who enrol on this course are eligible for exemptions from these modules on the first year of the Bachelor of Business (level 7) degree.

GBS offers a range of business certificates and degree programmes for both full-time day and part-time evening students.



# CERTIFICATE IN BUSINESS COMMUNICATIONS

GALWAY BUSINESS SCHOOL

NFQ: LEVEL 6 — 20 ECTS — ONE SEMESTER

**Modules:** Business Communications (10 ECTS), Introduction to Marketing (10 ECTS)

## About the Certificate

The Business Communications Certificate is a QQI validated certificate and learners get 20 ECTS (European Credits).

The Certificate will enable learners:

- n the key concepts of business communications
- n the fundamentals of modern marketing
- n the business language skills to deliver effective presentations
- n the capacity to undertake valuable market research
- n the ability to apply marketing concepts to real business situations
- n the competence to develop and manage marketing plans strategically
- n the ability to communicate those plans effectively within the business environment

This certificate is highly practical.

## Course Structure & Award

This certificate will be delivered over one semester.

You will be assessed using a combination of exams and continuous assessment throughout the semester. On completion you will receive a QQI Certificate in Business Communications of 20 ECTS at level 6 on the National Framework of Qualifications –[www.qqi.ie](http://www.qqi.ie)

## Further Study Options

Students who enrol on this course are eligible for exemptions from these modules on the first year of the Bachelor of Business (level 7) degree.

GBS offers a range of business certificates and degree programmes for both full-time day and part-time evening students.





# CERTIFICATE IN SALES & MARKETING

GALWAY BUSINESS SCHOOL

**NFQ: LEVEL 6 — 30 ECTS — ONE SEMESTER**

**Modules:** Business Communications (10 ECTS), Sales Management (10 ECTS), Introduction to Marketing (10 ECTS)

## About the Certificate

The Sales & Marketing Certificate is a QQI validated certificate and learners get 30 ECTS (European Credits).

The Certificate will enable learners:

- n identify the key concepts of business communications
- n recognise the fundamentals of sales and marketing
- n analyse the process involved in the development of a marketing strategy
- n distinguish between different concepts such as market segmentation, market targeting and positioning
- n carry out effective market research
- n apply the marketing mix concept to real business situations
- n develop and manage strategic sales and marketing plans
- n communicate those plans effectively within the business environment

This certificate is highly practical.



## Course Structure & Award

This certificate will be delivered over one semester.

You will be assessed using a combination of exams and continuous assessment throughout the semester. On completion you will receive a QQI Certificate in Sales & Marketing of 30 ECTS at level 6 on the National Framework of Qualifications – [www.qqi.ie](http://www.qqi.ie)

## Further Study Options

Students who enrol on this course are eligible for exemptions from these modules on the first year of the Bachelor of Business (level 7) degree.

GBS offers a range of business certificates and degree programmes for both full-time day and part-time evening students.



# CERTIFICATE IN MARKETING MANAGEMENT

GALWAY BUSINESS SCHOOL

**NFQ: LEVEL 6 — 30 ECTS — ONE SEMESTER**

**Modules:** Marketing Management (10 ECTS), Digital Marketing (10 ECTS), International Marketing (10 ECTS)

## About the Certificate

The Marketing Management Certificate is a QQI validated certificate and learners get 30 ECTS (European Credits).

The Certificate will enable learners:

- n the fundamentals of the strategic importance of marketing and
- n management
- the practical principles of digital marketing in a local and international setting
- n the necessary learning tools to apply
- n core marketing frameworks and concepts to case-based problems
- n the ability to distinguish between digital and traditional marketing tools
- the key concepts in understanding the power of marketing as a core driver of a marketing strategy

This certificate is highly practical.

## Course Structure & Award

This certificate will be delivered over one semester.

You will be assessed using a combination of exams and continuous assessment throughout the semester. On completion you will receive a QQI Certificate in Marketing Management of 30 ECTS at level 6 on the National Framework of Qualifications – [www.qqi.ie](http://www.qqi.ie)

## Further Study Options

Students who enrol on this course are eligible for exemptions from these modules on the first year of the Bachelor of Business (level 7) degree.

GBS offers a range of business certificates and degree programmes for both full-time day and part-time evening students.



# CERTIFICATE IN STRATEGIC MANAGEMENT

GALWAY BUSINESS SCHOOL

NFQ: LEVEL 7 — 10 ECTS — ONE SEMESTER

**Modules:** Strategic Management (10 ECTS)

## About the Certificate

The Strategic Management Certificate is a QQI validated certificate and learners get 10 ECTS (European Credits).

The Certificate will provide learners with:

- n The key concepts of strategic management within an organisation
- n The capacity to analyse and challenge the dominant paradigms in strategic management thinking
- n The strategy frameworks to recommend suitable solutions
- n for case-based problems
- n The ability to critically evaluate the external and internal environment of an organisation
- n The competence to utilise strategy frameworks in the benefit of the business
- n The skills to integrate key management functions in strategic decision making process

## Course Structure & Award

This certificate will be delivered over one semester.

You will be assessed using a combination of exams and continuous assessment throughout the semester. On completion you will receive a QQI Certificate in Strategic Management of 10 ECTS at Level 7 on the National Framework of Qualifications –[www.qqi.ie](http://www.qqi.ie)

## Further Study Options

Students who enrol on this course are eligible for exemptions from these modules on the first year of the Bachelor of Business (level 7) degree.

GBS offers a range of business certificates and degree programmes for both full-time day and part-time evening students.

This certificate is highly practical.



QQI AWARD





# CERTIFICATE IN DATA ANALYTICS FOR BUSINESS

GALWAY BUSINESS SCHOOL  
**DATA ANALYTICS IN PRACTICE**

**8 WEEKS – LEVEL 6 EQUIVALENT**




PART-TIME (EVENING)

The Certificate in Data Analytics for Business will provide learners with the key concepts of business data analytics and the fundamentals of business data. You will acquire a range of cutting-edge, practical data-based skills to enable you to prepare and analyse contemporary business problems within your organisation. In particular, you will learn how to deal with and manage Big Data simulations and apply the techniques to issues of relevance to you and your business. Moreover, you will be able to develop spreadsheet models using pivot tables and learn to apply Visual Basic for Applications (VBA) concepts to real business situations. You will also learn the basics of Machine Learning through coding in Python and SQL. Overall, this certificate is highly practical but underpinned by core analytical frameworks.

## Programme Content

- n Introduction to Data Analytics
- n Business Data Analytics

## Transferable Skills

-  Statistical Simulations
-  Programming Skills
-  Big Data Analytics

## Assessment

On successful completion of the programme, you will receive a Galway Business School Certificate. As this course is highly practical, it will involve a final assessment in the form of a realistic, problem-oriented data analytics project. Ideally, this project could address a data-related issue within your own organisation. You will have the opportunity to present your work in a competitive poster presentation.

## Entry Requirements

Direct entry

This is a direct entry programme, you will be accepted onto the programme through a combination of secondary school results and experience.

## Careers and Progression

Students who complete this course are eligible to enrol on the Advanced Applications Programming and Data Analytics Certificate. Moreover, GBS offers a range of business certificates and degree programmes for both full-time day and part-time evening students. You can also choose to further your career at any other higher education institution.

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# FACULTY EXPERTISE



Galway Business School's expertise is built on three key dynamic pillars: Research, Teaching and Engagement, driven by the industry experience of the academic staff.

Our faculty balances global scholarship with professional experience to bring first-class, real-world insights into the classroom. We know a global outlook is essential for success in today's interconnected world.

We maintain strong local, national and international connections to provide unparalleled personal service and learning opportunities for our students.

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Founded in 2000, Galway Business School is located in Salthill.

A contemporary building in a stunning location overlooking the Atlantic Ocean and Galway Bay. Our spacious campus provides students with high quality and technologically advanced teaching and learning facilities.



A personalised student experience focused on creating a supportive learning environment between faculty, staff and students so that you achieve your maximum potential



Proven track record of excellent student progression: we enable you to build towards a diploma, degree or postgraduate qualification at a pace that suits you

Expert faculty staff with comprehensive industry expertise



Small classes to facilitate dynamic and optimal learning

Academic and holistic development of each individual student by providing support and advice on your educational experience with GBS



Recognition of prior learning: we acknowledge your work experience and help you to supplement gaps in your academic record

Innovative use of flexible e-learning tools & technology enhanced classrooms





# ENTRY REQUIREMENTS

## BACHELOR OF BUSINESS

Full-time (day) students:

Leaving Certificate and EU full-time day students apply through the CAO (Course Code GB001)

Leaving Certificate students must have five subjects at OD3, including English or Irish and Mathematics or UK GCSE examinations or similar EU equivalent.

Mature students (23+)

FETAC Level 6 Full Award in cognate discipline or Leaving Certificate equivalent. Apply directly to Galway Business School [www.galwaybusinessschool.ie](http://www.galwaybusinessschool.ie)

Part-time (evening) students

Apply directly to Galway Business School [www.galwaybusinessschool.ie](http://www.galwaybusinessschool.ie)

## BACHELOR OF BUSINESS HONOURS WITH INTERNATIONAL BUSINESS

Direct entry

If you have already completed an ordinary or pass degree, at level 7 or equivalent on the National Framework of Qualifications you can gain entry directly onto the Bachelor of Business (Honours) with International Business at GBS.

## CERTIFICATE PROGRAMMES

Entry level for all students is the same as the Bachelor of Business Level 7. Apply directly to Galway Business School – [info@galwaybusinessschool.ie](mailto:info@galwaybusinessschool.ie)

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**“I started my studies at GBS in 2010 and**

Degree (Hons.). Firstly, this school has some of the most informative, kind and patient lecturers I have encountered.

Secondly, courses are validated by QQI, so high quality education is guaranteed. Thirdly, comparing tuition fees, courses at GBS are not only of top education quality, but also at a reasonable price. So, Yes, I am pleased that I had chosen this school and I would strongly recommend GBS to other students!



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**” Frederick Ho Graduated Bachelor of Business (Honours) with International Business**



# ACCOMMODATION & OTHER SERVICES

GETTING TO GALWAY IS EASY AND TAKING THE BUS FROM DUBLIN AIRPORT IS CHEAP, EFFICIENT AND QUICK. THERE IS A BUS EVERY HALF HOUR DIRECTLY FROM THE AIRPORT TO GALWAY

## n THE COST OF LIVING IN GALWAY IS 25% LOWER THAN DUBLIN.

An estimated monthly cost is €500 - €600. This is just a guide.

## n ACCOMMODATION

We provide either residential or host family accommodation. Early booking is advised.

## n SERVICES CLOSE TO SCHOOL

Salthill, where the school is located, has all the services you need on a daily basis. These include banks, post office, supermarkets, pharmacies, medical centre, leisure centres, etc.

## n FOOD

There are ethnic grocery stores in Galway specialising in a wide variety of Asian foods including HALAL and other speciality foods.

## n MONEY

The currency in Ireland is the Euro.

## n RELIGION

All the major religions are represented in Galway including Catholic, Protestant, Muslim, Orthodox, etc.

## n CLIMATE

The climate in Ireland can be described as being mild, moist and often changeable and not many extreme temperatures. Temperatures vary between 3° C and a maximum of 28°C.

## n JOBS

CV preparation and interview skills workshops are provided regularly in the school. We also have a jobs notice board.

## n VISA SUPPORT

We support you through the visa process before and after your arrival in Galway. All the requirements of your visa are on **[www.inis.gov.ie](http://www.inis.gov.ie)**

## CONTACT US FOR INFORMATION & ENROLMENT

Talk +353 91 529 000  
Type [info@GalwayBusinessSchool.ie](mailto:info@GalwayBusinessSchool.ie)  
Visit [www.GalwayBusinessSchool.ie](http://www.GalwayBusinessSchool.ie)



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