



Galway Business School

2026/2027

**BACHELOR OF ARTS
IN ENTERPRISE
MANAGEMENT
(HONS)**

LEVEL 8



Bachelor of Arts (Hons) in Enterprise Management

Duration

4 academic years

NFQ

Level 8

Credits

240 ECTS

Start Date

September 2026

The Programme

The Bachelor of Arts (Hons) in Enterprise Management prepares future business leaders with the skills to think creatively, manage effectively, and solve complex challenges. The programme focuses on developing transversal skills and a deep understanding of how different business functions interconnect, with an emphasis on customer value and digital innovation. Graduates emerge ready to deliver practical solutions and drive organisational success. The key benefits includes:

- Develop essential skills in communication, critical thinking, problem-solving, IT, and creativity
- Learn to leverage technology and customer insights for strategic decision-making
- Gain a holistic understanding of business departments and their interdependence

YEAR 1

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

YEAR 2

- Financial Accounting
- Business Information Systems
- Contemporary Global Business
- Entrepreneurship
- Supply Chain Management
- Academic & Professional Skills
- Digital Research
- Business Law

YEAR 3

- Financial Management
- International Marketing Management
- Human Resources Management
- Strategic Management
- Operations Management
- Training & Development
- Digital Business Transformation
- Project Management

YEAR 4

- Innovation & New Enterprise Development
- Leadership & Change
- Global Supply Chain Management
- Global Strategy
- Enterprise Research Project
- Business Ethics
- Advanced Project Management
- Total Quality Management (E)
- Strategic Information Systems (E)

Entry Requirements

- Direct entry via CAO. Mature learners will be assessed based on RPEL policy as detailed in GBS's Quality Assurance Manual.
- Advanced entry to Year 2, Year 3 and Year 4 is possible based on the GBS RPL Policy (including APL and APEL)
- Non-EEA students to hold a high school diploma equivalent to the Leaving Certificate - Minimum 5 passes O6/H7s or equivalent.
- Non-native speakers - B2 English level required (6.5 IELTS + or its equivalent)
- 3 weeks Pre-Sessional English prior to the academic year starting date is mandatory for all non-native speakers.

Learning Outcomes



Demonstrate the analytical skills and decision-making abilities.



Identify and analyse an organisation's current strategic direction.



Develop creative frameworks to measure improvements.



Apply current enterprise management and business theories to propose innovative and practical solutions.



Develop learners' ability to research, debate and analyse.



Why Galway Business School?

We go beyond traditional business theory. The Bachelor of Business degree reflects both best practice in business education and relevance to the real world. As a business graduate, you'll emerge confident and work ready, with a relevant and in-demand qualification for a diverse range of careers.

- 1 Proven track record of excellent results and progression
- 2 Small classes to facilitate engagement with lecturers and peers
- 3 Innovative use of flexible e-learning tools, on-line & physical library and resources
- 4 Expert lecturers with industry experience and academic credentials
- 5 High level of support from our administrative staff & academic team
- 6 Employability Workshops & Career Pathway Seminars
- 7 Moodle e-learning platform & Student Portal Access
- 8 Vibrant and safe city with lots to do and endless festivals and entertaining



Combine with English Course

Galway Cultural Institute, located in the same campus as GBS, offers a wide choice of English language programmes for our international students. Students can choose to study additional English language courses prior to commencing this programme.



Further Study Options

- Financial Analyst
- International Trade Specialist
- Marketing Manager
- Client Service Manager
- International Sales Manager
- Project Manager
- Director of Operations



GALWAY BUSINESS SCHOOL



Accommodation

The school offers student accommodation and this must be booked in advanced. Residential accommodation is self-catering and it is available all year around. Prices vary from €280 - €400 per week, depending on the room type.



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