



Galway Business School

2026/2027

**BACHELOR OF
BUSINESS**

LEVEL 7



Bachelor of Business

Duration

3 academic years

NFQ

Level 7

Credits

180 ECTS

Start Date

September 2026

The Programme

The Bachelor of Business degree programme is designed to give learners a clearly structured, yet innovative business education which provides a solid foundation for success in future career choices.

The Degree will enable learners to:

- Acquire knowledge of key business frameworks, models and concepts.
- Analyse and plan business strategies in areas of management, finance and information systems.
- Learn key problem solving abilities
- Enhance their communication techniques
- Develop your ability to critically analyse and comprehend the latest thinking, theories, frameworks in best business practices.

Entry Requirements

- Applicants to hold a minimum of 5 passes in the Leaving Certificate O6 /H7 or a High School equivalent.
- 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



Acquire knowledge of key business frameworks, models and concepts



Build your confidence in analysing and planning business strategies in areas



Learn key problem-solving abilities



Enhance your communication techniques



Be prepared to contribute effectively in any organisation's multidisciplinary settings

YEAR 1

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

YEAR 2

- Academic & Professional Skills
- Business Information Systems
- Entrepreneurship
- Digital Marketing
- Business Law
- Sales Management
- Consumer Behaviour and Psychology
- Talent Attraction, Development and Retention

YEAR 3

- International Marketing Management
- Strategic Management
- Business Data Analysis
- Financial Management
- Project Management
- Digital Business Transformation
- Responsible and Sustainable Business
- Leadership in the Experience Economy





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

Graduates of our programme emerge confident and work ready. Graduates can continue their studies by adding the Top-Up Bachelor of Business (Hons) with International Business Level 8 degree programme. GBS offers degree programmes for both full-time day and part time evening students.



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.



GALWAY BUSINESS SCHOOL



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