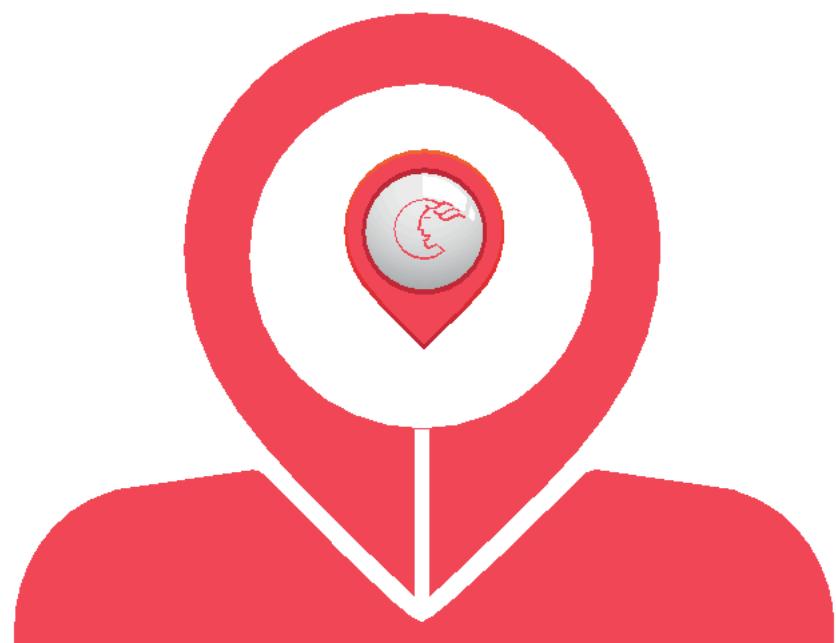


YOUR
FUTURE
IS HERE



GALWAY BUSINESS SCHOOL

GBS GRADUATES

ARE SUCCEEDING IN GLOBAL LOCATIONS

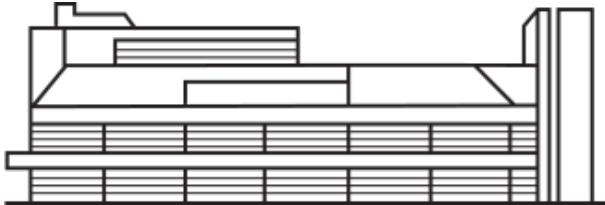
Ireland is a country where innovation, creativity and opportunity abound.

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, **Genesys**, Intuity, Connacht Rugby, **Platform 94**, Jameson and Google. Many of our graduates have secured positions in these and similar companies on graduate programmes.

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.



FRANCE Toulouse, Bordeaux, Paris, Lyon, Nantes, Montpellier, 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 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:

- A path to global and local excellence which delivers international success
- Leadership in action by nurturing innovation and creativity
- An entrepreneurial spirit fostered with company visits and talks by business experts
- An expert faculty of specialist business leaders and thinkers
- An ideal, student-centred environment with small classes and personalised learning
- Academic programmes to engage your mind and stimulate your understanding
- 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



WHY IRELAND?

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

WHY GALWAY?

- ◆ An educational & university city
- ◆ Population of 100,000+ with 25,000 students
- ◆ Home to some of the World's leading IT companies such as Cisco, HP, SAP, etc.
- ◆ Galway is Ireland's leading medical device cluster
- ◆ Affordable city
- ◆ Part-time jobs available all year around
- ◆ Located on the Atlantic west coast, Galway is safe, welcoming and affordable and caters for all international needs

2026

OUR PROGRAMMES

UNDERGRADUATE PROGRAMMES



COURSE NAME	LEVEL	DURATION	MODE	ECTS
Higher Certificate in Business <i>Direct Entry with GBS</i>	Level 6	2 Years	Full-time	120 ECTS
Bachelor of Business <i>Available through CAO & Direct Entry with GBS</i>	Level 7	3 Years	Full-time	180 ECTS
Bachelor of Business (Hons) in International Business <i>Direct Entry with GBS</i>	Level 8	1 Year Add-on	Full-time	60 ECTS
Bachelor of Arts (Hons) in Enterprise Management <i>Available through CAO & Direct Entry with GBS</i>	Level 8	4 Years	Full-time	240 ECTS



2026

OUR PROGRAMMES

SEMESTER PROGRAMMES



COURSE NAME	LEVEL	ONE SEMESTER	ECTS
Certificate in Digital Marketing & Sales <i>Direct Entry with GBS</i>	Level 6	January	20 ECTS
Certificate in Sustainable Leadership <i>Direct Entry with GBS</i>	Level 7	September	10 ECTS
Certificate in Managing Digital Transformation <i>Direct Entry with GBS</i>	Level 7	January	20 ECTS
Certificate in Strategic & Operations Management <i>Direct Entry with GBS</i>	Level 7	January	20 ECTS
Certificate in Strategy and Global Supply Chain Management <i>Direct Entry with GBS</i>	Level 8	September	20 ECTS
Certificate in Human Resources Management <i>Direct Entry with GBS</i>	Level 7	September January	10 ECTS





Higher Certificate in Business

Duration

Two academic years

NFQ

Level 6

Credits

60 ECTS

Start Date

September 2026

The Programme

The Higher Certificate in Business suits learners who have completed Stages 1 and 2 of the Bachelor of Business but need to pause before Stage 3—perhaps due to work commitments, relocation, or other priorities. This award suits learners who want to:

- Secure a business certificate acknowledging two years of degree-level study.
- Gain foundations across management, marketing, accounting & finance, economics, ICT and business information systems.
- Use the award to step into the workplace or return later to Stage 3 of the Level 7 degree when the time is right.

Entry Requirements

- The Higher Certificate in Business is conferred only on learners who have successfully completed Stages 1 and 2 of the Bachelor of Business (Level 7) at Galway Business School. GBS does not recruit directly to this award.



STAGE 1

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



STAGE 2

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



Learning Outcomes



Demonstrate specialised knowledge across key areas—management, regulation, ICT, and economics



Understand established business frameworks



Apply specialised skills to address well-defined business problems and contexts



Exercise sound judgement and take accountability for personal performance



Set, pursue and evaluate learning goals



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 (6.0 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





Bachelor of Business (Hons) in International Business

Duration

One academic year

NFQ

Level 8

Credits

60 ECTS

Start Date

September 2026

The Programme

The Bachelor of Business (Honours) in International Business Programme will enable learners to develop practical solutions to real international business problems and to effectively communicate information, ideas and solutions. On this cutting-edge programme you'll:

- Develop your ability to critically analyse and comprehend the latest thinking and best business practice.
- Learn how organisations operate, their styles of management and their business strategies



Entry Requirements

- All learners must have already completed an ordinary or pass degree, at level 7 of the [National Framework of Qualifications](#)
- 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.



SEMESTER 1

- Global Supply Chain Management
- Global Strategy
- Managing with Integrity
- Personal & Professional Skills Development



SEMESTER 2

- Contemporary International Issues
- International and Cross-Cultural Marketing
- Innovation & New Enterprise Development
- Emerging Digital Trends

Learning Outcomes



Grow the ability to critically evaluate key academic concepts and frameworks.



Explore the process of Marketing Analysis.



Develop and demonstrate effective communication skills to apply in personal and professional life.



Explore the international dimension of Supply Chain Management.



Develop learners' ability to research, debate and analyse Contemporary International Issues.



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 3

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

YEAR 2

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

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 (6.0 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.



Certificate in Digital Marketing and Sales

Duration

One academic semester

NFQ

Level 6

Credits

20 ECTS

Start Date

January 2026

The Programme

The certificate in digital marketing is designed for working professionals, new entrants, and mature students who want to upskill or gain formal recognition of their experience in digital marketing and sales.

This course offers:

- A practical, skills-focused programme for individuals looking to build or enhance a career in digital marketing and sales.
- A combination of strategic sales insights with modern marketing techniques, equipping learners to meet the needs of contemporary business environments.

Entry Requirements

- Have qualifications equivalent to Level 6 or relevant work experience (assessed through Recognition of Prior Learning - RPL).
- Demonstrate a B2 level of English proficiency (for non-native speakers).
- Be motivated to engage in a dynamic learning environment with practical applications.

Modules Covered

The programme consists of two integrated 10-credit modules:

Digital Marketing

Learn how to craft, implement, and evaluate digital marketing strategies using tools such as SEO, social media, and data analytics.

Sales Management

Gain insights into sales planning, forecasting, and CRM to support business growth.



Learning Outcomes



Demonstrate business acumen and regulatory awareness.



Apply digital tools and techniques to real-world business problems.



Critically evaluate sales strategies and manage performance analytics.



Make informed decisions using data and market insights.



Certificate in Sustainable Leadership

Duration

One academic semester

NFQ

Level 7

Credits

10 ECTS

Start Date

September 2026

The Programme

The Certificate in Sustainable Leadership is a Level 7 programme aimed at developing leaders who can drive sustainable change in their organisations. It focuses on responsible business practices and leadership in the experience economy. This programme suits:

- Industry professionals aiming to upskill for sustainable impact.
- Managers and entrepreneurs transitioning towards ethical business models.
- Individuals who wish to lead organisational change in line with ESG (Environmental, Social, and Governance) goals.

Entry Requirements

- Have qualifications equivalent to Level 6 or relevant work experience (assessed through Recognition of Prior Learning - RPL).
- Demonstrate a B2 level of English proficiency (for non-native speakers).

Modules Covered

The Certificate in Sustainable Leadership comprises two 5-credit modules, taught over 18 weeks:

Responsible & Sustainable Business

Explore CSR, sustainable supply chains, and how to balance economic performance with environmental and social impact.



Leadership in the Experience Economy

Understand how to lead through customer experiences, digital transformation, and values-driven innovation in an evolving marketplace.



Learning Outcomes



Apply specialised expertise in business operations and their strategic integration



Evaluate business theories, identifying limitations and opportunities for development



Apply professional and ethical leadership practices in organisational settings



Recognise and address environmental and social implications in decision-making.



Respond to technological, economic, and societal trends impacting business sustainability



Certificate in Managing Digital Transformation

Duration

One academic semester

NFQ

Level 7

Credits

20 ECTS

Start Date

January 2026

The Programme

Certificate in Managing Digital Transformation (20 ECTS) focuses on equipping professionals with the practical skills to lead digital change across organisations. The course goes beyond technology, integrating people, processes, data, and strategy to drive transformation. This course is ideal for:

- Team leads and business owners aligning digital tools with strategic goals and customer value
- New entrants seeking a strong foundation in digital transformation, analytics, and delivery.
- Early to mid-career professionals aiming for roles in data, operations, or project management

Entry Requirements

- Have qualifications equivalent to Level 6 or relevant work experience (assessed through Recognition of Prior Learning - RPL).
- Demonstrate a B2 level of English proficiency (for non-native speakers).

Learning Outcomes



Analyse and interpret business data to support informed, timely decisions.



Evaluate transformation opportunities and design a roadmap using recognised principles and frameworks.



Plan, deliver, and evaluate projects using current methods, tools, and risk practices.



Communicate insights and change initiatives to stakeholders with clarity and impact.

Modules Covered

The Certificate in Managing Digital Transformation comprises Three integrated modules (20 ECTS total):

Business Data Analysis

Foundations in analytics, business intelligence, and decision support for modern organisations.

Digital Business Transformation

Strategy, market and process transformation, value delivery, and the manager's role in orchestrating change.

Project Management

Planning, organising, executing, evaluating, reporting, and risk analysis using up-to-date tools and techniques.





Certificate in Strategic & Operations Management

Duration

One academic semester

NFQ

Level 7

Credits

20 ECTS

Start Date

January 2026

The Programme

The Certificate in Strategy and Operations Management is designed for professionals seeking to upskill or validate their experience in strategic and operational roles. Embedded within the BA (Hons) in Enterprise Management, it equips learners with the tools to drive efficiency, innovation, and competitiveness through strategic planning, quality management, and operational excellence. Ideal for both new entrants and experienced professionals, the course provides a strong foundation in managing business operations with a long-term strategic focus. The key benefits includes:

- Gain practical knowledge in balancing supply and demand, managing quality, and planning for productivity.
- Learn to evaluate internal and external environments to identify strategic opportunities and risks.

Entry Requirements

- Applicants must hold a Higher Certificate in Business (Level 6) 120ECTS or equivalent.
- Demonstrate a B2 level of English proficiency (for non-native speakers).

Modules Covered

Strategic Management

This module provides learners with a firm theoretical and practical grounding in the intended and emergent initiatives, which senior managers take on behalf of the owners or shareholders of an organisation to develop and maintain long-term competitive advantage.

Operations Management

The primary aim of this module is to equip learners with a comprehensive understanding of the core concepts, principles, and practices that underpin the effective management of operations in various industries.



Learning Outcomes



Recognise the strategic contribution of enterprise management to organisational performance



Assess the impact that internal and operational processes have on the key performance indicators of an organisation



Display technical skills when developing strategic and tactical plans



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



University Foundation Programme

Duration

One Academic Year

Start Date

September 2026

The Programme

Galway Business School (GBS), in conjunction with our sister company, Galway Cultural Institute (GCI), offers an University Foundation Programme which prepare students to progress on to higher education in Ireland at an undergraduate level.

The Foundation Programme will enable learners to:

- Communicate in an environment that emphasises the importance of academic writing and thinking
- Develop students' use of academic language to build discursive thoughts and arguments
- Cultivate students social confidence and interpersonal skills.

Entry Requirements

- Completion of 12 years of High School with all pass grades (C or above) or equivalent.
- Minimum IELTS 5.5+ or equivalent with no individual component less than 4.5 from a recognised IELTS testing centre.
- For levels lower than 5.0 IELTS students must undertake one of our English language programmes in GCI.



PROGRAMME CONTENT

- Academic English
- IELTS Exam Preparation
- Learn to Learn
- Computer Applications
- Quantitative Methods
- Business Communications

WHY FOUNDATION PROGRAMME ?

The transition to third level and fourth level can be difficult for many students, particularly for non-native speakers of English.

This programme offers the maximum support to students to ensure they achieve the skills to study academically in English. The programme is designed for international students who wish to achieve high grades in their chosen field of study.



Learning Outcomes



Identify and develop areas of strength and weakness in English language ability and add to academic English knowledge.



Illustrate competence in IT in a variety of practical areas.



Develop and demonstrate effective communication skills to apply in personal and professional life



Obtain the necessary learning strategies and study skills to transition and adapt to a third-level educational environment



Pre-Masters Programme

Duration

One Academic Year

Start Date

September 2026

The Programme

The Postgraduate Pre-Masters Programme is designed to support students—especially non-native English speakers—in preparing for postgraduate study in Ireland or the UK. Combining English language development with targeted business modules, the programme equips learners with the academic and language skills needed for success at Master's level and beyond. The key benefits includes:

- Strengthens English language proficiency for academic and professional success
- Includes business-focused modules to build subject knowledge and study skills
- Facilitates progression to postgraduate programmes in Irish or UK institutions

Entry Requirements

- Applicants must hold a recognised undergraduate degree qualification.
- For non-native speakers a minimum IELTS 6.0 with no individual component less than 5.0 from a recognised IELTS testing centre
- For levels lower than 5.0 IELTS students must undertake one of our English language programmes in GCI.

Learning Outcomes



Identify and develop areas of strength and weakness in English language ability and add to academic English knowledge.



Develop ability for critical thinking, writing and debate



Apply learning and knowledge gained and develop ability to sort, manage, analyse and present data orally, written and via IT



Use research skills to gather a range of relevant information and materials for entry to Masters level education.



PROGRAMME CONTENT

- Academic English
- IELTS Exam Preparation
- Global Strategy
- Leadership & Change
- International Marketing
- Strategic Management

WHY PRE-MASTERS PROGRAMME ?

Successful completion will serve as an excellent and formally recognised bridge between a student's current undergraduate qualifications and further studies in a Postgraduate setting.

This programme is designed to offer the maximum support to students to ensure that you achieve the skills to study, and also gain a high level of English language proficiency, in preparation for life-long learning and success.



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