



University College Dublin

Bachelor of Business Studies (Honours)

Day Time - Reg. No.: 270489

Pathway: Management

### Change of Programme Structure

Current Programme Structure	New Programme Structure*
<b>Core Modules</b>	
Human Resource Management	Human Resource Management
Economic Policy and the Global Environment	Economic Policy and the Global Environment
Management of Organisations <sup>#</sup>	<b>The Future of Work and Organisations<sup>#</sup></b>
Cross Cultural Management <sup>#</sup>	Cross Cultural Management <sup>#</sup>
Marketing Management	Marketing Management
Data Analysis for Decision Makers	<b>Digital Business</b>
Business Strategy <sup>+</sup>	Business Strategy <sup>+</sup>
Project Management <sup>+</sup>	Project Management <sup>+</sup>
<b>Management Pathway Modules</b>	
Operations Management	Operations Management
Global Business	Global Business
Organisational Knowledge, Creativity & Innovation	Organisational Knowledge, Creativity & Innovation
Entrepreneurship and Innovation	Entrepreneurship and Innovation

\* Changes in programme structure are subject to approval.

<sup>#</sup> This course has been included in the list of reimbursable courses under the Continuing Education Fund (CEF course code:21Z07375-3).

<sup>+</sup> This course has been included in the list of reimbursable courses under the Continuing Education Fund (CEF course code:21Z06858-A).



## New Module Outline

### **The Future of Work and Organisations**

This module will introduce you to the management of organisations and the practical application of theoretical concepts and frameworks. Among the topics covered in the module include: Environment and organisations, Technology and organisations, Strategy and organisations, Organisation structure and design, Organisations for international operations, Organisation designs options - functional, Product and matrix structures. The module provides for the blending of its theory and practice contents with the collective workplace experiences of the participants, to this end participants will be expected to contribute critical reflection on their workplace experiences along with collaborative interpretation of such experiences in both classroom and study group settings.

### **Digital Business**

The objective of this module is to create an awareness of current and emerging Digital Business technologies and applications helping organisations to gain and sustain competitive advantage in the global marketplace. This module demonstrates the process of identifying and implementing sustainable and innovative Digital Business projects supporting the organisation's overall strategy. Module participants will also investigate implications of Digital Business on different industry sectors.

Main content areas covered are:

- \* Digital Business in Today's Organisation
- \* Digital Business and Competitive Advantage
- \* Digital Business Planning, Development and Project Management
- \* Digital Business-related Ethical, Social and Legal Issues
- \* Emerging Digital Business Trends

(Oct 2019)