



NEW!

Change
your mind?
No Problem!
Change
your course

Choose, Explore, Discover Business at GMIT

Introducing our new range of Business degrees, designed to make it easy to change your course if you change your mind.

Start by choosing between **Business, Entrepreneurship, Finance & Economics, Marketing & Sales, Accounting or Business Information Systems (BIS)**.

GMIT's built-in course flexibility means you can change your mind and switch courses during your time in college.



GMIT (Official)



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GMIT Channel



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The GMIT Experience



Small classes with a focus on your academic and personal development.



Opportunities to study languages and study abroad in France, Germany, Spain, the Netherlands or the US.



Business students pictured during their Christmas fundraiser for the Society of St Vincent De Paul. At GMIT we encourage students to engage with the community as volunteers, to learn about the importance of giving back.



GMIT Peer Assisted Study Sessions (PASS) leaders – PASS is a programme where trained student leaders help first year students settle into college life, and develop independent learning skills.



Business students Ember King, Amy Surphlis, Nicola Fallon, Deirdre Seoighe pictured with their GES (Global Emergency Services) Application project. GES is an app that features emergency location services for tourists and locals.



Business Information Systems students on a visit to Google in Dublin, pictured with their lecturers and GMIT graduate Paul Duggan, Global Sales Account Manager with Google.



Accounting students, Yuri Schmidt, Cassandra Siva Sivajothi, Paul Maloney, Kaoibha Merrick, and Robyn Conboy - winners of the national Merrick, and Robyn Conboy - winners of the national Ernst & Young (EY) Head-to-Head Challenge.

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Choose, Explore, Discover – Business at GMIT



How do I change my course if I change my mind?

At GMIT, we invite you to discover what areas of business you are good at, and what you enjoy most, during the first part of your degree at GMIT Galway Campus.

If you decide you want to switch courses, you can move BETWEEN any of the following courses up to halfway through your second year:

- Business
- Business with Entrepreneurship
- Business in Finance & Economics
- Business in Marketing and Sales
- Business Information Systems (BIS)

Alternatively, you can move FROM the Accounting degree to any of the above degrees after one year, or move INTO the Accounting degree from any of the above degrees after two years, provided you have taken accounting subjects in Year 2.

Business

Course	Degree Options	CAO Code	Campus
Bachelor of Business (Honours)	Level 8 (4 years)	GA182	Galway
Bachelor of Business	Level 7 (3 years)	GA170	Galway

Why Study Business?

GMIT's exciting new Bachelor of Business degrees aim to provide students with a broad-based education in business management.

You will study a variety of business management subjects and develop an understanding of the administrative, economic, legal and social environment within which businesses operate.

We help you to develop strong interpersonal skills, including working as part of a team and management and leadership skills, during your time in college. You will also develop independent thinking and discovery skills through applied research projects.

The fourth year of the Honours degree incorporates practical projects which are aimed at cultivating your analytical, strategic and critical thinking skills. This will prepare you to hit the ground running in today's fast changing business environment.

What to expect

Once you have studied the initial business fundamentals, there will be a clear focus on management subjects, including:

- Financial Management
- Sales Management
- Digital Business
- Project Management
- Operations Management
- Corporate Governance
- Business Communications and Negotiations
- Technology Management and Society
- People Management
- Research Methods and Project
- Critical Thinking
- Strategic Management
- Workplace Issues
- Supply Chain Management
- Various electives

Remember – this degree offers you flexibility. You can switch to a specialised degree (Entrepreneurship, Finance & Economics, Marketing & Sales, Business Information Systems or Accounting) up until the end of second year.

"It is not necessary to have studied any business subject previously to do this course. Students also have the option of studying in one of our European or American partner colleges for one semester or one academic year."

Evelyn Moylan, Lecturer

Career Opportunities

This course prepares students for employment in a wide range of business areas, including:

- Management functions of industrial, commercial and public enterprises
- Accounting
- Financial services
- Marketing and Sales
- Human resources
- IT

Some graduates work with professionals in practice, and then go on to become members of a relevant professional body.

What our students say



"GMIT was nothing like what I anticipated. It was so much more relaxed than secondary school. I felt a lot more independent, and felt like I had to freedom to study subjects I was really interested in."

Rachel Walsh,
Bachelor of Business

I want to know more. Who can I talk to?

Evelyn Moylan lectures on this course. She will be happy to help you.

You can contact her on t: +353 91 742175 e: evelyn.moylan@gmit.ie

Or find out more at www.gmit.ie



Evelyn

Business with Entrepreneurship

Course	Degree Options	CAO Code	Campus
BB (Honours) with Entrepreneurship	Level 8 (4 years)	GA186	Galway
BB with Entrepreneurship	Level 7 (3 years)	GA176	Galway

Why Study Business with Entrepreneurship?

A Business with Entrepreneurship degree is ideal for students who would like to:

- Start their own business
- Revitalise an existing business, possibly a family business
- Work in a progressive organisation that values employees with an entrepreneurial approach to work

This degree will give you a solid grounding in business, while strengthening your entrepreneurial knowledge, competence, know-how and skills.

Entrepreneurs need to be able to communicate their vision, listen to input from others, sell their vision to employees/partners/investors, build teams and motivate employees. For the most part, many of these skills are basic business skills which can be taught.

What to expect

Once you have studied the initial business fundamentals, there will be a clear focus on Entrepreneurship. Areas include:

- Introduction to Entrepreneurship
- Family Business
- Small Business Start-ups
- Social Enterprise
- Ideas Generation
- New Venture Planning and Creation
- Enterprise Innovation
- Enterprise in Action
- Market Research
- Intellectual Property Law
- Innovation and Creativity
- Intrapreneurship
- Business Ethics

Remember – this degree offers you flexibility. You can switch to another degree (Marketing & Sales, Finance & Economics, Accounting, Business Information Systems or Business) up until the end of second year.

"This course was developed after consultation with Enterprise Ireland, a panel of entrepreneurs and an extensive review of published research."

Ivan McPhillips, Lecturer, GMIT School of Business.

Career Opportunities

Graduates can expect to find employment in a wide range of roles in for-profit, non-profit, and social enterprises. Roles include but are not limited to:

- Business Founder/Owner
- New Product/Service Development Manager
- Social Enterprise Project Manager
- Business Executive /Manager
- Teacher (after completing a teaching qualification)

What our students say



"We are all in college to earn our degrees but this is also our time to grow and develop as adults. The lecturers at GMIT know all their students on a first name basis. They take a personal interest in how we are all getting on. They mentored us to the end, always gently pushing us in the right direction."

Ogie Hollywood,
Business with Entrepreneurship

I want to know more. Who can I talk to?

Ivan McPhillips lectures on this course. He will be happy to help you. You can contact him on t: +353 91 742608 e: ivan.mcphillips@gmit.ie Or find out more at www.gmit.ie



Ivan

Business in Finance & Economics

Course	Degree Options	CAO Code	Campus
BB (Honours) Finance & Economics	Level 8 (4 years)	GA185	Galway
BB Finance	Level 7 (3 years)	GA175	Galway

Why Study Finance & Economics?

Graduates with Finance, Economics and Big Data skills are in high demand here in Ireland and overseas.

This degree offers graduates a direct pathway into a full-time career working in financial services or economics. This also opens up opportunities in a range of business careers including financial planning and management consulting.

Upon completion of the Level 8 degree, graduates can also sit for the following two professional qualifications, based on the core content mastered in their degree programme, giving them a distinct advantage when looking for employment:

- Qualified Financial Advisor (QFA) accredited by the Institute of Banking
- Claratis Investment Certificate run by the CFA (Chartered Financial Analyst) Institute

What to expect

The first three semesters a broad range of topics in general business. The remaining semesters allow you to specialise in finance and economics, by focusing on subjects such as:

- Managerial Finance
- Investment Decisions
- Loans & Life Assurance
- Pensions & Regulation
- Business Ethics and Corporate Governance
- Irish Taxation
- Irish and International Economic Policy
- Quantitative Techniques
- Business Analytics
- Corporate Finance
- Financial and Capital Markets
- International Monetary Policy

Remember – this degree offers you flexibility. You can switch to another degree (Marketing & Sales, Entrepreneurship, Accounting, Business Information Systems or Business) up until the end of second year.

“The focus of this degree is primarily on big data analysis, communication and team work. It also gets students ready for the world of work with an optional module in Professional Development or in Transitioning to Work”

Marie Finnegan, Lecturer.

Career Opportunities

Principal career opportunities for graduates include:

- Finance and investment roles
- Data analytics
- Financial advisory roles
- Business analyst roles
- Accountancy roles
- Economic research roles

What our students say



“I love Galway. There is always something happening, be it sports, music or the arts. GMIT has excellent facilities and accommodates the learning needs of everyone. If you learn by reading, listening or actively engaging, your needs will always be catered to at GMIT.”

Aoife Keehan,
Graduate - Business with Finance and Economics

I want to know more. Who can I talk to?

Marie Finnegan lectures on this course. She will be happy to help you. You can contact her on t: +353 91 742473 e: marie.finnegan@gmit.ie
Or find out more at www.gmit.ie



Marie

Business in Marketing and Sales

Course	Degree Options	CAO Code	Campus
BB (Honours) in Marketing & Sales	Level 8 (4 years)	GA184	Galway
BB in Marketing and Sales	Level 7 (3 years)	GA174	Galway

Why Study Business in Marketing and Sales?

This course prepares you for an exciting career in marketing and sales.

Students graduate from this course with the key skills, knowledge and competencies required to work in variety of business settings from small businesses to multinational corporations.

Graduates are prepared for employment in a range of marketing disciplines and will also have the opportunity to enhance employment potential through work based projects and a work placement.

Graduates also, upon completion of this programme, have the opportunity to become a graduate member of the Marketing Institute by taking the Qualified Marketer Exam.

What to expect

After getting a solid grounding in general business subjects in years one and two, students go on to specialise in marketing subjects such as:

- Digital Business
- Sales Management
- Marketing Management
- Market Research
- Internet Technology
- Digital Marketing
- Integrated Marketing Communications
- Consumer Behaviour
- Languages (optional)
- Brand Management
- Multi-Channel Retail Strategy
- Professional Development for Marketers
- Global Marketing & Sales Strategy
- Marketing Analytics
- Marketing Practice
- Services Marketing

Remember – this degree offers you flexibility. You can switch to another degree (Entrepreneurship, Finance & Economics, Accounting, Business Information Systems or Business) up until the end of second year.

"It is not necessary for students taking this course to have studied business. Students who do well in marketing and sales tend to have good analytical skills, enjoy dealing with people, can be creative, have an aptitude for IT, are self-motivated and work well in a team environment."

Lorna Moynihan, Lecturer.

Career Opportunities

This course provides attractive career opportunities in the expanding marketing and sales professions, including:

- Marketing management
- Selling and sales management
- Brand management
- International marketing management
- Customer service and customer support
- Marketing communications and public relations
- Digital and on-line marketing
- Market research

What our students say



"I really enjoyed the Marketing Practice module in 4th year. We took everything we learned and put it into practice. We undertook market research for a well-known Galway company that was expanding into the UK market and we went on a field trip to discover how major Irish tourist attractions promote their businesses."

Caitriona Power,
Business with Marketing & Sales

I want to know more. Who can I talk to?

Lorna Moynihan lectures on this course. She will be happy to help you. You can contact her on t: +353 91 742371 e: lorna.moynihan@gmit.ie Or find out more at www.gmit.ie



Lorna

Business Information Systems (BIS)

Course	Degree Options	CAO Code	Campus
BSc (Honours) in Business Information Systems	Level 8 (4 years)	GA183	Galway
BSc in Business Information Systems	Level 7 (3 years)	GA171	Galway

Why Study Business Information Systems?

Did you know that 93% of business decisions rely on information generated by business information systems? Do you want to be part of the digital revolution in Ireland? If the answer is yes, then a degree in Business and IT is for you.

Students on this course learn how IT is used and managed by businesses. Upon completion of the course, graduates are competent in designing, developing, implementing and maintaining contemporary information systems.

Graduates will be proficient from both a technical and a business perspective, opening up many job opportunities.

What to expect

This course offers students the best of both worlds by allowing students to study both business and IT.

Approximately 50% of subjects in the course are business topics, and the other 50% relate to information systems.

What type of business subjects will I study?

- Management and Marketing
- Accounting and Economics
- Business Communications
- Project and Financial Management
- Strategic Management

What type of IT subjects will I study?

- Digital Business and Business Analytics
- Systems Analysis and Information Systems Development
- Database Management Systems and Data Modelling
- Web Development
- Enterprise Systems

Remember – this degree offers you flexibility. You can switch to another degree (Entrepreneurship, Finance & Economics, Marketing & Sales, Accounting or Business) up until the end of second year.

“A key strength of this course is its focus on emerging technologies including cloud computing and the management of big data.”

Eamon Walsh, Lecturer

Career Opportunities

Graduates who have IT skills as well as business knowledge are in demand. This course will enable graduates to gain employment in diverse roles within the business and IT areas.

Graduates are qualified to work as:

- Business Analysts
- Data Analysts
- Systems Analysts
- Web Developers
- Applications support and testing
- A range of business and teaching careers

In the past, students from our information systems degree have gained employment with companies such as Hewlett Packard, SAP, Siemens, and Fidelity Ireland.

What our students say



An absolutely excellent course – I would recommend it to anyone who is interested in IT and business as a whole. I have gained a vast amount of skills that are highly marketable in today's environment. I am really enjoying life here at GMIT and to be honest I will be sorry to leave.

Rachel Shaw,
Business Information Systems

I want to know more. Who can I talk to?

Eamon Walsh lectures on this course. He will be happy to help you.

You can contact him on t: +353 91 742559 e: eamon.walsh@gmit.ie

Or find out more at www.gmit.ie



Eamon

Accounting

Course	Degree Options	CAO Code	Campus
BB (Honours) in Accounting	Level 8 (3 years)	GA181	Galway

Why Study Accounting?

Accountants are required by every business in every industry, and are always in demand.

This three-year, honours degree offers a direct pathway into a full-time career in accounting*.

It also offers graduates opportunities in a range of business careers including, financial services, financial planning and management consulting. Being an accountant today is as much about providing expert business advice as it is about number crunching.

*To become an accountant you will need to become a member of a professional body. To do so, you will need to take exams with a professional body and obtain practical professional experience. This degree gives unbeatable exemptions from the exams of the Association of Chartered Certified Accountants (ACCA), Chartered Accounting Ireland (CAI) and Certified Public Accountants (CPA), in addition to exemptions from The Chartered Institute of Management Accountants (CIMA).

What to expect

The main themes in this course are:

- Financial Accounting
- Management Accounting
- Financial Management
- Taxation
- Auditing
- Law

In addition you study a range of business modules including marketing, management, economics and project management.

There is a strong focus on skills required by employers including use of computerised accounting software and spreadsheets, in addition to communication, teamwork and critical thinking.

Remember – this degree offers you flexibility. You can switch to another degree (Entrepreneurship, Finance & Economics, Marketing & Sales, Business Information Systems or Business) up until the end of first year.

"It is not necessary for students on this course to have studied accounting or business previously. Those who succeed best at Accounting tend to be logical and analytical, have good communication skills, an aptitude for IT and have strong personal motivation and integrity."

Shane Moran, Lecturer

Career Opportunities

This course prepares students for employment in the accounting function of industry and commerce and with firms of professional accountants as well as other financial services employers.

There are many different types of accounting roles, with accountants today playing a very strategic role within businesses. Roles include:

- Financial Accountant
- Management Accountant
- Auditor
- Tax Consultant
- Business Consultant
- Banking / Finance
- Teacher / Lecturer

What our students say



"This course is equally demanding and rewarding at the same time. When I leave GMIT I will have acquired the practical skills and knowledge needed to work full time in an accounting practice."

Liam Faherty,
Bachelor of Business in Accounting

I want to know more. Who can I talk to?

Shane Moran lectures on this course. He will be happy to help you.
You can contact him on t: +353 91 742339 e: shane.moran@gmit.ie
Or find out more at www.gmit.ie



Shane

GMIT Business Courses

Be sure to check out ALL the business courses available at our Galway, Mayo and Mountbellew campuses:

ACCOUNTING

Course	Degree Options	Campus	CAO Code
BB (Honours) Accounting	L8 (3 years)	Galway	GA181
BA Accounting & Financial Management	L7 (3 years) L8 (+1 year)	Mayo	GA878
BB (Honours) Accounting	L8 (+1 year)	Mayo	-
Postgraduate Diploma in Accounting	L9 (1 year)	Galway	-
ACCA Professional Level	L9 (1 year)	Galway	-

AGRI-BUSINESS

Course	Degree Options	Campus	CAO Code
BB (Honours) Rural Enterprise and Agri-Business	L8 (4 years)	Mountbellew/Galway	GA187
BB Rural Enterprise and Agri-Business	L7 (3 years)	Mountbellew/Galway	GA172

BUSINESS IT

Course	Degree Options	Campus	CAO Code
BSc (Honours) Business Information Systems	L8 (4 years)	Galway	GA183
BSc Business Information Systems	L7 (3 years) L8 (+1 year)	Galway	GA171
HC Business Administration and ICT Skills	L6 (2 years+)	Mayo	GA869

ENTREPRENEURSHIP

Course	Degree Options	Campus	CAO Code
BB Entrepreneurship	L7 (4 years)	Galway	GA176
BB (Honours) Entrepreneurship	L8 (4 years)	Galway	GA186

FINANCE

Course	Degree Options	Campus	CAO Code
BB (Honours) Finance & Economics	L8 (4 years)	Galway	GA185
BB Finance	L7 (4 years)	Galway	GA175

HUMAN RESOURCE MANAGEMENT

Course	Degree Options	Campus	CAO Code
BA Human Resource Management	L7 (Flexible)	Galway & Mayo	-
Certificate in Supervisory Management	L7	Galway	-

MANAGEMENT

Course	Degree Options	Campus	CAO Code
Bachelor of Business	L7 (3 years) L8 (+1 year)	Galway	GA170
Bachelor of Business (Honours)	L8 (4 years)	Galway	GA182
Bachelor of Business	L7 (3 years) L8 (+1 year)	Mayo	GA877
Bachelor of Business (Honours)	L8 (4 years)	Mayo	GA886

MARKETING

Course	Degree Options	Campus	CAO Code
BB (Honours) Marketing & Sales	L8 (4 years)	Galway	GA184
BB Marketing & Sales	L7 (4 years)	Galway	GA174

SERVICES

Course	Degree Options	Campus	CAO Code
BB Retail Management	L7 (3 years) L8 (+1 year)	Galway	GA375
BB Event Management with Public Relations	L7 (3 years) L8 (+1 year)	Galway	GA376

TOURISM & HOSPITALITY

Course	Degree Options	Campus	CAO Code
BB Hotel and Catering Management	L7 (3 years) L8 (+1 year)	Galway	GA370
BB Tourism Management	L7 (3 years) L8 (+1 year)	Galway	GA374
HC Business in Tourism	L6 (2 years+)	Galway	GA360



GMIT

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