DUBLIN INSTITUTE OF BUSINESS AND TECHNOLOGY

Bachelor of Arts (Honours) in Business - Level 8



QQI AWARD

Welcome to
IBAT Dublin

Thank you for your interest in studying at IBAT Dublin. Choosing where to study is a significant decision — one that shapes your future, broadens your perspective, and connects you to people and ideas that inspire. At IBAT Dublin, we would be proud to be part of that journey.

IBAT Dublin is home to more than 5,000 students from over 40 countries, and our vibrant, inclusive campus buildings offer opportunities for intellectual and personal growth. Throughout your studies, you will experience a campus life that is full of opportunity, supportive and, importantly, well connected to the wider business community.

Student success is at the heart of what we do. Our graduates go on to successful careers and further study opportunities, reflecting the practical and industry-focused nature of our programmes. This success helps IBAT Dublin to attract both prospective students and employers to work with us. It is also a testament to the strength of our teaching, the relevance of our programmes, and our commitment to preparing IBAT Dublin graduates to make meaningful contributions in a rapidly changing world.

IBAT Dublin is widely recognised for academic excellence and impact. Our teaching and student experience are shaped by a future-focused outlook and a commitment to addressing challenges through strong local and international partnerships. Located in Dublin city centre, IBAT Dublin is at the heart of a city recently ranked sixth-best on the latest Oxford Economics Global Cities Index. Dublin offers a safe, welcoming and affordable lifestyle that balances study and recreation. With mountains, beaches and outdoor adventures nearby, it is a dynamic and inspiring place to live and learn. Dublin continues to invest in world-class infrastructure and sustainable development to ensure a future-ready, environmentally responsible city that supports all its residents, including students.

The reputation of Dublin and IBAT Dublin as a desirable study destination continues to attract talented students from around the globe. No matter where you're from or where you're heading, we look forward to welcoming you and supporting you to learn, grow and thrive as part of the IBAT Dublin community.

Warm regards,

Mark Byrne
Managing Director



Why IBAT Dublin?

IBAT Dublin is a premier private higher education institution in Ireland. With a focus on hands-on learning, industry-relevant courses and personalised attention, IBAT Dublin empowers students to succeed in their chosen fields.

Whether pursuing undergraduate or postgraduate programmes, professional development courses or language studies, IBAT Dublin provides a supportive and dynamic environment that fosters growth, innovation and leadership.



- Study in, or close to, the lively Temple Bar area in the heart of Dublin
- Balance ambitions and commitments with flexible study options
- Join an inclusive global community with students from around the world
- Engage in partnerships with diverse organisations, including private enterprises and public entities
- Completion of the Bachelor of Arts (Honours) in Business Level 8 is a pathway for further study to several masters's programmes offered through our strategic partnership with Atlantic Technological University (ATU)

Programme details

Learners study a variety of business modules which provide the future framework for the continued professional development of the graduate.

The learners focus on applied business themes which include management and strategy, economics, marketing, finance, HR and ICT and entrepreneurship in both domestic and international business environments. The programme supports the development of relevant graduate skills, which include the ability to deliver technical and tactical content to a variety of performers.

Work Opportunities

Students studying in Ireland may take up part-time employment alongside their studies, subject to visa regulations. Eligible international students can work up to 20 hours per week during term time and up to 40 hours per week during designated holiday periods. Work placements are not included as part of IBAT programmes.

Visa Extension

Under the terms of the Third Level Graduate Programme, a person who graduates from this programme can apply for a extension to their student permission, with an immigration Stamp 1G, for a period of up to 24 months

Key Facts

Level: 8

Duration: 3 years

Credits: 180

Intake: Contact sales@ibat.ie for more information about intakes

Method of Delivery: On-campus

Campus Locations:
Wellington Quay Campus and Frederick Street Campus

Mode of Delivery: Full-time

Examination and assessment:
Assessments include a combination of coursework and exams

Study hours:
Each year consists of 24 teaching weeks (three days a week, equalling 15 hours of teaching), one study week and one examination week, with six modules per semester

Learning outcomes

This programme provides graduates with a comprehensive foundation in business, management and leadership skills, equipping them with the skills to succeed in various professional roles across industries. Upon completion of this programme, they will:

1. Demonstrate an extensive knowledge of current theories, concepts and principles of key business disciplines, including management and strategy, marketing, finance, HR, IT and entrepreneurship in domestic and international business environments and how modern technologies enhance the field.

2. Evaluate concepts and theories surrounding the core subfields of business, including management and strategy, marketing, finance, HR, IT and entrepreneurship, and be able to apply them creatively to develop business opportunities.

3. Critically review and analyse business data, select appropriate methodological techniques to solve business problems and present, defend and advocate insights and ideas.

4. Demonstrate a range of professional attributes, judgement and informed analytical skills to evaluate problems, apply creativity in designing and implementing solutions and effectively communicate responses in a modern, global business environment.

5. Contribute to business development, analyse information to solve complex business problems, accept accountability and gain a critical understanding of ethical implications in business and the wider social context.

6. Demonstrate the ability to work collaboratively as a team member in interdisciplinary and multicultural environments and exercise autonomy, self-direction and initiative as a team leader in dynamic and complex business situations.

7. Demonstrate self-awareness and the ability to initiate professional development and the development of others, through coaching and mentoring to function effectively and ethically in complex business environments. Be amenable to engaging with new developments and practices within business.

8. Articulate the wider social, political and business contexts within business and the need for high ethical, professional and legal standards in the workplace and towards stakeholders and society.

Career oportunities

Graduates of IBAT Dublin's Bachelor of Arts (Honours) in Business Level 8 programme will be prepared to pursue a wide range of career opportunities across diverse industries, both in Ireland and internationally.

The programme equips students with versatile business, leadership and analytical skills that employers highly value. Career paths include roles in management, marketing, human resources, finance, operations and business development.

Graduates may also find opportunities in areas such as project management, entrepreneurship, digital business and consultancy. The programme's strong practical focus combined with applied business projects and industry-relevant modules, ensures that graduates are ready to pursue dynamic roles in fast-paced business environments or progress to postgraduate study for further specialisation.

Who is this Programme for

This programme caters to both recent school leavers and mature students seeking a comprehensive business education. We equip you with a strong foundation in core business principles while emphasising the critical skill of analysing data for informed decision-making.

Benefit from a supportive learning environment and a curriculum designed to meet the challenges and opportunities of today's international business landscape.

Programme Structure

Develop a strong foundation in core business principles through a well-structured curriculum. Each academic year includes 24 teaching weeks, designated study weeks for focused learning, and strategically scheduled assessment periods across multiple semesters. You'll engage with a diverse range of modules, with approximately half assessed through coursework and the rest through a combination of coursework and final examinations.

Years 1 and 2 consist of core modules designed to provide essential theoretical knowledge in business concepts and principles, along with practical insights to support business planning and prepare you for a successful career in business management or entrepreneurship.

In Year 3, you'll select one of three elective pathways, subject to minimum numbers, each worth 20 ECTS credits:
Elective Pathway 1: Marketing
Elective Pathway 2: People and Organisations
Elective Pathway 3: Management

Programme Syllabus

Year 1 Core modules	Year 2 Core modules	Year 3 Core modules
Business Maths	Cyber Security	Business Communications
Human Resource Management	International Business	Corporate Finance
ICT in Business	Management Accounting	Personal and Professional Development
Introduction to Business	Marketing Law	Research Methods
Learning and Development	Operations and Supply Chain Management	Creativity, Innovation and Business Development
Marketing Fundamentals	Sustainability and Business Ethics	Environmental, Social and Governance
Financial Accounting	Business Intelligence and Data Visualisation	Organisational Leadership
Economics for Business	Business Law	Business Project
Management Principles	Consumer Behaviour	
Principles of Business Law	Entrepreneurship and Innovation	
Introduction to Sustainable Business	Organisational Behaviour	
Digital and Social Media Marketing	Project Management	

Year 3 pathways

Pathway	Modules
Marketing	Global Marketing and Sales Strategy Brand Management Market Research Marketing Innovation
People and Organisations	Talent, performance and change management Diversity, Equity, and Inclusion (DEI) Employment Law Conflict Management and Mediation
Management	Strategic Management Tech-Driven Innovation Strategy Digital Security Management Sustainable Supply Chains and Logistics

Access, Transfer & Progression

End of Year 1

- Progress to year 2
- Admit holders of FETAC/ QQI FE level 6 FETAC/QQI FE
- Exit with a level 6, Certificate in Business

End of Year 2

- Progress to year 3, award stage
- Admit holders of level 7, Ordinary Degree business Award to award stage

End of Year 3

- Exit with level 8, BA Honours in Business
- Progress to postgraduate studies (level 9)

Academic
entry requirements

To qualify for this programme, you'll need:

Academic qualifications:
Two H5 grades and four 06/H7 grades in the Irish Leaving Certificate.

OR

Overseas equivalent qualifications:
IBAT Dublin uses the NARIC system for qualification comparison.

Mature Applicants:
Must be at least 23 years old by 1st January of the year of admission.

No standard academic entry required, but applicants must provide evidence of prior learning, work experience, motivation, and commitment (CV, personal statement, work references, and any relevant training courses).

Recognition of Prior Learning (RPL):
Applicants with relevant prior learning may enter directly into Stage 2 or the Award Stage.

EL proficiency

To demonstrate English language proficiency, IBAT Dublin accepts several EL tests, including (but not limited to):

Title of Award	Minimum Level Required
IELTS	6.0
TOEFL iBT	60
DuoLingo Online English Test	Score 105 (from August 2022)
Pearson Test of English	46+
Cambrige ESOL	165 (Grade C)

Contact us for the complete list of recognised English Language Equivalences.

Fees

Contact us at sales@ibat.ie for detailed information on tuition fees and payment requirements.

How to Apply

Our programme advisors are available to answer any questions and take you through the application process:

Apply online or email sales@ibat.ie

Get in touch

+353 1 807 5055
enquiry@ibat.ie
www.ibat.ie

Find us

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