



LIT

LIMERICK
INSTITUTE OF
TECHNOLOGY

Set Programmes for Incoming Erasmus Students

Full Year Only

Subject Area(s): Business/Marketing

Incoming Erasmus students will be enrolled on one set programme. LIT unfortunately cannot facilitate students choosing modules from multiple set programmes.

Business Studies stream

Option 1

ECTS Awarded: 60 ECTS

Level of Studies: Irish NFQ Level 6 / Year One of Bachelor-level programme

Semester	Subject	ECTS Credits
Fall	Fundamental Accounting	5
Fall	Communication Methods	5
Fall	Business Maths	5
Fall	Management Principles	5
Fall	Marketing Principles	5
Fall	Interpersonal Communication	5
Spring	Accounting Principles	5
Spring	Business Applications 1	5
Spring	Organisational Studies	5
Spring	Marketing Practice	5
Spring	Business Statistics	5
Spring	Work & Society	5

Option 2

ECTS Awarded: 55 ECTS (*5 ECTS Spring Work Placement omitted*)

Level of Studies: Irish NFQ Level 6 / Year Two of Bachelor-level programme

Semester	Subject	ECTS Credits
Fall	Accounting for Costs	5
Fall	Personal & Professional Development & Career Planning	5
Fall	Microeconomics	5
Fall	Business Law	5
Fall	Human Resource Management	5
Fall	Accounting for Management Control	5
Spring	Management Information Systems in Organisations	5
Spring	Macroeconomics	5
Spring	Project Management	5
Spring	Integrated Marketing Communications	5
Spring	Buyer Behaviour	5

Enterprise & Innovation stream

Option 1

ECTS Awarded: 60 ECTS

Level of Studies: Irish NFQ Level 6 / Year One of Bachelor-level programme

Semester	Subject	ECTS Credits
Fall	Principles of Marketing	5
Fall	Microeconomics	5
Fall	Information Technology & Office Applications	5
Fall	Financial Accounting 1	5
Fall	Business Mathematics	5
Fall	Enterprise Development	5
Spring	Management Principles	5
Spring	Macroeconomics	5
Spring	Web Technology & Interactive Applications	5
Spring	Financial Accounting 2	5
Spring	Business Statistics	5
Spring	Idea Generation	5

Option 2

ECTS Awarded: 60 ECTS

Level of Studies: Irish NFQ Level 6 / Year Two of Bachelor-level programme

Semester	Subject	ECTS Credits
Fall	Personal Selling	5
Fall	Legal Fundamentals for Business	5
Fall	eBusiness & Marketing	5
Fall	Income Tax 1	5
Fall	HRM Concepts	5
Fall	Innovating Products & Brands	5
Spring	Sales Management	5
Spring	Corporate Law	5
Spring	Social & Mobile Marketing	5
Spring	Tax & Entrepreneurship	5
Spring	HRM Practice	5
Spring	New Venture Creation	5

Option 3

ECTS Awarded: 60 ECTS

Level of Studies: Irish NFQ Level 7 / Year Three of Bachelor-level programme

Semester	Subject	ECTS Credits
Fall	Branding	5
Fall	Managing Change for the Entrepreneur	5
Fall	Organisational Information Systems and Business Intelligence	5
Fall	Managerial Finance	5
Fall	Marketing Communications	5
Fall	Family Business Management	5

Spring	Active Entrepreneurship	10
Spring	Business Analytics for Decision Making	5
Spring	Marketing Communications – Media & Tools	5
Spring	Entrepreneurial Finance	5
Spring	Project Management	5

Digital Marketing stream

Option 1

ECTS Awarded: 60 ECTS

Level of Studies: Irish NFQ Level 6 / Year One of Bachelor-level programme

Semester	Subject	ECTS Credits
Fall	Principles of Marketing	5
Fall	Microeconomics	5
Fall	Information Technology & Office Applications	5
Fall	Financial Accounting 1	5
Fall	Business Mathematics	5
Fall	Digital Marketing	5
Spring	Content Writing for User Experience and Design	5
Spring	Macroeconomics	5
Spring	Web Technology & Interactive Applications	5
Spring	Financial Accounting 2	5
Spring	Management Principles	5
Spring	Business Statistics	5

Option 2

ECTS Awarded: 60 ECTS

Level of Studies: Irish NFQ Level 6 / Year Two of Bachelor-level programme

Semester	Subject	ECTS Credits
Fall	Personal Selling	5
Fall	Legal Fundamentals for Business	5
Fall	eBusiness & Marketing	5
Fall	HRM Concepts	5
Fall	Search Marketing	5
Fall	Management Accounting 1	5
Spring	Sales Management	5
Spring	Corporate Law	5
Spring	HRM Practice	5
Spring	Mobile & Local Marketing	5
Spring	Management Accounting 2	5
Spring	Social Media Marketing	5

Option 3

ECTS Awarded: 60 ECTS

Level of Studies: Irish NFQ Level 7 / Year Three of Bachelor-level programme

Semester	Subject	ECTS Credits
Fall	Branding	5
Fall	Marketing Research	5
Fall	Organisational Information Systems and Business Intelligence	5
Fall	Marketing Communications	5
Fall	Analytics & Consumer Insight	5
Fall	Managerial Finance	5

Spring	Services Marketing	5
Spring	Marketing Research Project	5
Spring	Business Analytics for Decision Making	5
Spring	Marketing Communications – Media & Tools	5
Spring	Online Public Relations	5
Spring	Elective 2** (<i>choices below, subject to class demand</i>)	5

**Elective 2 Options (*subject to demand and timetable provision*):

- Organisational Behaviour
- Entrepreneurial Finance
- Critical Thinking & Decision Making

Marketing & Management stream

Option 1

ECTS Awarded: 60 ECTS

Level of Studies: Irish NFQ Level 6 / Year One of Bachelor-level programme

Semester	Subject	ECTS Credits
Fall	Principles of Marketing	5
Fall	Microeconomics	5
Fall	Information Technology & Office Applications	5
Fall	Financial Accounting 1	5
Fall	Business Mathematics	5
Fall	Enterprise Development	5
Spring	Management Principles	5
Spring	Macroeconomics	5
Spring	Web Technology & Interactive Applications	5
Spring	Financial Accounting 2	5
Spring	Business Statistics	5
Spring	Idea Generation	5

Option 2

ECTS Awarded: 60 ECTS

Level of Studies: Irish NFQ Level 6 / Year Two of Bachelor-level programme

Semester	Subject	ECTS Credits
Fall	Personal Selling	5
Fall	Legal Fundamentals for Business	5
Fall	eBusiness & Marketing	5
Fall	HRM Concepts	5
Fall	Innovating Products & Brands	5
Fall	Management Accounting 1	5
Spring	Sales Management	5
Spring	Corporate Law	5
Spring	Social & Mobile Marketing	5
Spring	HRM Practice	5
Spring	New Venture Creation	5
Spring	Management Accounting 2	5

Option 3

ECTS Awarded: 60 ECTS

Level of Studies: Irish NFQ Level 7 / Year Three of Bachelor-level programme

Semester	Subject	ECTS Credits
Fall	Branding	5
Fall	Marketing Research	5
Fall	Organisational Information Systems & Business Intelligence	5
Fall	Managerial Finance	5
Fall	Marketing Communications	5
Fall	Elective 1* (<i>choices below, subject to class demand</i>)	5

Spring	Services Marketing	5
Spring	Marketing Research Project	5
Spring	Business Analytics for Decision Making	5
Spring	Project Management	5
Spring	Marketing Communications – Media & Tools	5
Spring	Elective 2** (<i>choices below, subject to class demand</i>)	5

*Elective 1 Options (*subject to demand*):

- Work Psychology
- Family Business Management
- The World Economy – Change, Culture & Communication

**Elective 2 Options (*subject to demand*):

- Organisational Behaviour
- Entrepreneurial Finance
- Critical Thinking & Decision Making