

Erasmus/Study Abroad/ Dual Degree

The BBS suite of programmes offers students the opportunity to study abroad for one semester in either spring of Year 2 or autumn of Year 3, however it is not compulsory. We have more than 80 highly ranked exchange partners in over 35 countries. These exchanges are open to both language and non-language students as most of our partner institutes provide programmes taught through English.

The BBS programme also offers students the opportunity to partake in a Dual Degree programme, the first of its kind to be established at the University of Limerick. This amazing opportunity allows students to complete Year 1 and Year 2 of their undergraduate programme in UL, and Year 3 and Year 4 with one of six prestigious business schools located in France, Germany, Poland, or Japan. Upon successful completion of the four years of study, students will receive a degree from UL and an equivalent degree from the partner school.

Note: The Dual Degree pathway is open to all BAIB students, including those who choose not to study a language. There are no fee implications; students will be required to pay their UL fees as normal.



Ella O'Neill Branagan

As a 2nd Year student, I can confidently say that studying at the Kemmy Business School has been an incredible journey of personal and academic growth thus far. The positive aspects of college are truly endless, from the invaluable experiences gained through extracurricular activities, to the friendships formed and the knowledge acquired through coursework.

One of the most impactful aspects of university has been the opportunity to meet a diverse range of people from all walks of life. This has allowed me to broaden my perspective and learn about different cultures, beliefs, and values. KBS provides a valuable network of peers, mentors, and alumni who can support you throughout your academic and professional journey. The friendships and connections made in university can last a lifetime and can provide a wealth of opportunities and resources for future success. Through interacting with individuals who have different backgrounds and experiences, I have gained a greater sense of empathy and understanding.

Additionally, university has challenged me academically in ways that I never thought possible. The coursework has been rigorous and demanding, but it has pushed me to expand my intellectual abilities and develop new critical thinking skills. I have learned how to analyse complex information and present my ideas in a clear and effective manner. One of the greatest benefits of the KBS is that the coursework truly provides the opportunity to develop a wide range of skills that are transferable to various aspects of life. Whether it is critical thinking, problem-solving, communication, or time-management, KBS provides a fertile ground for cultivating these skills. The ability to think critically is essential in almost every career path, and the analytical and research skills gained through the BBS can help you become a more effective problem-solver. I love my programme!

Cooperative Education

A distinctive and integral part of the BBS in UL is the innovative Cooperative Education Programme. This programme places students in employment in an appropriate business environment for an eight-month period in 3rd year. Students will have an opportunity to apply their business education in a real work environment.



Kemmy
Business School



LM050 Bachelor of Business Studies (BBS)

NFQ Level 8 Major Award Honours Bachelor Degree

The Kemmy Business School at the University of Limerick is home to one of the most successful undergraduate business studies programmes in Ireland.

If you are interested in gaining expertise in a specific business discipline, the Bachelor of Business Studies (BBS) suite of programmes offers you a broad choice of options which will enhance your employability on graduation. The success of the BBS is primarily based on providing each student with a clear understanding of the core disciplines of business, allowing insights to be reached early in the programme.

Upon entry to the BBS programme, students can elect to study a language stream, provided they meet the additional language requirements. The options include:

- BBS with French
- BBS with German
- BBS with Japanese
- BBS with Spanish

If students do not wish to study a language, they can opt to study the general BBS stream.

The BBS suite of programmes provides a strong foundation in a range of core business modules throughout the first three semesters of study. Students then choose their major option (specialism) in the second semester of Year 2.

Year 2

Students take **one** of the following major options (Year 2 through to Year 4):

- Accounting and Finance
- Economics and Finance
- Human Resource Management
- Marketing
- Risk Management and Insurance

Year 3

BBS students take one of the following minor options (Year 3 through to Year 4).

- Business Informatics
- Globalisation – An Economic Perspective
- Entrepreneurship
- Financial Services
- Law
- Management
- Organisational Psychology
- Sociology
- Supply Chain Management

Students taking the BBS with a language do not select a minor option. Instead, they continue their language studies over the final two years of the programme.

Key Facts

The Kemmy Business School has EQUIS, AMBA and AACSB accreditation which means it is listed amongst the top 1% of business schools worldwide.

The KBS is one of Ireland's leading business schools with a reputation for quality and employability of graduates.



Course Info:

CAO Points: Refer to www.ul.ie/courses/

Course Length: 4 Years

Course Contact: Elaine Mullane, business@ul.ie

For further info please contact: Undergraduate Admissions

Telephone: +353 61202015

Enquiries: www.ul.ie/admissions-askus

Entry Requirements:

Applicants are required to hold at the time of enrolment the established Leaving Certificate (or an approved equivalent) with a minimum of six subjects which must include: Two H5 (Higher Level) grades and Four O6 (Ordinary Level) grades or Four H7 (Higher Level) grades. Subjects must include Mathematics, Irish or another language, and English.

In addition, applicants must hold at least an O4/H7 grade in Mathematics. Students wishing to take a language option must have a H4 in that language, with the exception of Japanese or Beginners

Spanish where a H4 in a language other than English is required.

Certain QQI awards are acceptable in fulfilling admission requirements for this programme. Go to <https://www.ul.ie/academic-registry> for a full list of relevant programmes.

We welcome applications from mature students. Mature applicants must apply through the Central Applications Office (CAO) by 1 February.

Major Options:

1. Accounting & Finance

Main disciplines

Financial accounting, management accounting, finance and taxation

Main skills acquired

Financial decision-making, investment analysis, budgeting, financial statement analysis, costing, portfolio selection and tax compliance and planning

Career focus

Accounting, finance, taxation, fund management

2. Economics & Finance

Main disciplines

Financial economics, international and business economics, applied economics, corporate finance

Main skills acquired

Economic and financial analysis, decision-making, understanding financial markets and the global economy

Career focus

Economic analysis, portfolio management, banking and financial services

3. Human Resource Management

Main disciplines

Organisational behaviour, employment relations, human resource development and human resource management

Main skills acquired

Organisational behaviour analysis, interviewing skills, conflict management skills, consulting skills, performance management

Career focus

Human resource management, training and development, management consulting, employment relations, recruitment

4. Marketing

Main disciplines

Marketing communications, branding, consumer culture and marketing intelligence, digital marketing

Main skills acquired

Market analysis, role and power of marketing in modern business enterprises, market research techniques

Career focus

Product and brand management, market research, advertising and sales

5. Risk Management & Insurance

Main disciplines

Risk management, insurance and underwriting

Main skills acquired

Risk assessment and evaluation, risk control, decision-making, insurance law

Career focus

Insurance underwriting, fund management, risk analyst, claims assessment, loss adjuster, risk adviser

LM050 – Bachelor of Business Studies Degree

Year 1	Semester 1 Microeconomics Management Principles Principles of Accounting Business Information Communications	Semester 2 Macroeconomics Principles of Organisational Behaviour Managerial Accounting Marketing Broadening Module
Year 2	Semester 3 Principles of Risk Management Principles of Human Resource Management Finance Economics for Business Applied Business Mathematics	Semester 4 Entrepreneurship & Innovation Employment Relations Applied Business Statistics Major Option 1 Major Option 2
Year 3	Semester 5 International Management Financial Information Analysis Major Option 3 Major Option 4 Minor Option 1 Study Abroad Option	Semester 6 + Summer Cooperative Education
Year 4	Semester 7 International Political Economy Legal Environment of Business Major Option 5 Major Option 6 Minor Option 2	Semester 8 Strategic Management Company & Partnership Law Major Option 7 Major Option 8 Minor Option 3

LM050 – Bachelor of Business Studies Degree with French, German, Japanese or Spanish

Year 1	Semester 1 Microeconomics Management Principles Principles of Accounting Business Information French/German/Japanese/Spanish	Semester 2 Macroeconomics Principles of Organisational Behaviour Managerial Accounting Marketing French/German/Japanese/Spanish
Year 2	Semester 3 Principles of Risk Management Principles of Human Resource Management Finance Economics for Business French/German/Japanese/Spanish	Semester 4 Entrepreneurship & Innovation or Employment Relations Applied Business Statistics Major Option 1 Major Option 2 French/German/Japanese/Spanish
Year 3	Semester 5 International Management Financial Information Analysis Major Option 3 Major Option 4 French/German/Japanese/Spanish Study Abroad Option	Semester 6 + Summer Cooperative Education
Year 4	Semester 7 International Political Economy Legal Environment of Business Major Option 5 Major Option 6 French/German/Japanese/Spanish	Semester 8 Strategic Management Company & Partnership Law Major Option 7 Major Option 8 French/German/Japanese/Spanish