

Career Opportunities

As the availability of honours primary degree holders becomes more widespread in the job market, employers are becoming more selective and the MBus (four specialisms) enhances the employment and career prospects of postgraduate degree holders. This programme will provide students with the expertise to excel and progress in an increasingly competitive job market.

Graduates with a Master's degree (Level 9) can reasonably be expected to rise to more advanced positions including senior executive level in the public and private sector.

GRADUATE PROFILE

BRIAN MURPHY

**Group Financial Controller
Johnson & Perrott Motor Group**



"The MBus has been a fantastic learning experience. Having been out of education for a few years, I was reluctant to return to an environment which would involve many hours of reading textbooks followed by theoretical examinations at the end of the year.

However, the MBus is not about this. The culture of the MBus is such that the classes are completely interactive; topics are debated openly within the classroom by individuals who come from different walks of life. I have fully enjoyed attending classes, the Lecturers are excellent, each one with their own unique style, yet always encouraging debate and interaction.

Many visiting lecturers attended during the year, each bringing a wealth of experience that was very relevant to the course content. From leaders of some of Ireland's most successful companies to entrepreneurs, the mix of external guest speakers is a unique characteristic of the programme."

MASTER OF BUSINESS

(Taught) Part-time

This programme is aimed at professionals who want to develop their key core competencies in business.

The programme will enhance your strategic thinking, leadership skills, ability to carry out effective research, decision-making and add value to you individually and your organisation. The programme content focuses on real life case studies and work-based problems providing valuable solutions to organisations. Many graduates of the part-time Master's of Business have been promoted to senior positions.

www.cit.ie/school of business



Institiúid Teicneolaíochta Chorcaí
Cork Institute of Technology



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**MASTER OF
BUSINESS**
(Taught) Part-Time



Course Code CR_BBUSA_9

The Department of Continuing Education at present offers four streams for the Master of Business viz:

- **Marketing**
- **Accounting**
- **Management Information Systems**
- **Enterprise**

Mandatory Modules for all streams

Research Methodology
Services Marketing Management
Information Systems Frameworks
Applied Corporate Strategy
International Corporate Strategy
Research Dissertation

Specialist Modules

Marketing Stream

Strategic Marketing Management
Contemporary Issues in Marketing
Applied Marketing Communication

Accounting Stream

Financial Accounting & Reporting
Strategic Management Accounting
Corporate Governance

Information Systems Stream

Information Systems Stream
Enterprise Database Management
Data Communications & Network

Enterprise Stream

Innovation & Creativity
New Venture Management & Growth
Enterprise Finance & Law

MASTER OF BUSINESS

(Taught) Part-time

Course Fee

€2,950 per year (Provisional)

Course Duration

Two Years Part-Time

Aim

The overall aim of this MBus Programme is to facilitate the further personal and intellectual development of students, encompassing the skills of analysis, interpretation and synthesis within their chosen field of knowledge.

Participants will be required to adopt innovative and creative approaches to business related issues and to critically analyse and evaluate management problems and solutions in a national, international and global context.

Entry Requirements

Applicants who have a minimum of an Honours Bachelor Degree (Level 8) in business or a cognate discipline at 2.2 Level or an approved degree related qualification are eligible to apply for entry to the MBus Programme.

General Information

- Two Years Part-Time (4 Semesters)
- Each Semester is of 15 weeks duration
- Presentation of Course consists of Lectures, Tutorials, Case Studies, Visiting Lecturers, & Consultancy Projects.
- Course commences in September each year
- Semester 1 Wednesday & Friday
- Semester 2 Friday
- Semester 3 Wednesday & Friday
- Semester 4 Dissertation; Monday 6.00 - 8.00pm, 8 weeks duration
- **Lecture Times**
Wednesday 6.30 - 9.30pm
Friday 3.00 - 6.00pm and 6.30 - 9.30pm
- Course completion September two years later

Who should apply?

The MBus is aimed at graduates who wish to build on their existing learning and want to develop their skills for career advancement. It is open to applications from business graduates and also non-business graduates who have relevant experience. The programme should also appeal to those interested in increasing their business acumen.

Why choose this programme:

- Career advancement
- Internationalisation
- Live case studies
- Small class size
- Adding value to existing qualifications
- Opportunity to network with other industry leaders
- Experienced Lecturers
- Industry collaboration on projects
- Continuous assessment element for each module
- Increased research capabilities

