

PG Dip/MSc Economics of Business Practice

CKJ01



The Postgraduate Diploma in Economics of Business Practice is designed to provide a distinctive, practice orientated programme, through which students can develop an applied knowledge and comprehensive understanding of how business operates.

The programme is designed for students wishing to pursue a career in business or those seeking to establish their own business. Participants develop an entrepreneurial skillset, through the creation of their own campus based business, which can be used in employment or to set up their own business.

This unique programme emphasises the knowledge and skills, including those related to their personal and professional development, that business ready graduates need to succeed in their chosen career.

Assessment modes reflect the strong practice orientation of the programme which focuses on continuous assessment with few end-of-semester exams.

The MSc in Economics of Business Practice is a natural progression route. After fulfilling the criteria for progression, students can transfer to the MSc which is a 6-month work placement and research project. Students are challenged and supported on their professional journey by a team of careers service advisors, academic mentors and business placement mentors.



UNIQUE ASPECTS

There are many reasons to choose this unique programme, including:

- Develop and apply an entrepreneurial skillset that can be used within existing businesses or to create a new business
- Focus on personal and professional development including presentation and communication skills as well as C.V. and interview preparation
- The MSc Economics of Business Practice offers students the opportunity to complete a 6-month work placement and research project

LEARNING OUTCOMES

On successful completion of this programme, students should be able to:

- Communicate and work effectively to a high professional standard
- Demonstrate advanced analytical and problem solving skills associated with effective practice
- Engage in the application of advanced frameworks and techniques in organizational settings
- Demonstrate an applied knowledge and integrated understanding of how business operates, using economic theory as an apparatus of thought
- Enable participants to be 'business ready' upon completion of the programme

PRACTICALITIES & ASSESSMENT

Practicalities

The programme is both practical and research-orientated. Students will be encouraged to reflect on their own learning and communication styles, and on their work in teams and in business.

Students will operate from a specially designed Business Practice Economics room.

To prepare students for a career in business, we feel it is essential to maintain links with the business community.

For this reason, engagement with the business community occurs, students will take part in on-site visits and you will have opportunities to engage with visiting speakers to UCC.

Assessment

More than 75% of all assessment is continuous. The work assessed includes:

- Written reports
- Developing and writing case studies
- Individual and group presentations, and reflective diaries
- The remaining assessment consists of end-of-year exam

Programme Code: **CKJ01**
Duration: **1 year (Full-time),
2 years (Part-time)**
Teaching Mode: **Classroom**
Qualification: **PG Dip**
NFQ Level: **Level 9**

BRIGHT

MOVERS

WHAT OUR STUDENTS & GRADUATES SAY ABOUT US...

"I would highly recommend this course to any student who wants something more than the standard academic-based qualification."

This course has given me immense academic knowledge, valuable commercial experience and pragmatic business acumen.

For me, my career starts here; for you, it starts with the PG Dip in Economics of Business Practice."

MATTHEW HEATON
**MSc Economics of Business
Practice (2011)**
Apple Ireland

"It is fair to say that The Postgraduate Diploma / MSc in Economics of Business Practice at UCC has had an impact on shaping the early part of my career.

The programme offered me guidance and encouraged me to step out of my comfort zone. I developed and became more confident in skills such as communication, presentation skills and teamwork skills.

One of the best things about the MSc is the 6 month placement programme. This gave me the opportunity to work with a multinational company, for whom I am still working today.

The completion of the MSc has definitely helped me to maximise my potential in my career."

ALISON BARRY
**Graduate, PG Dip / MSc Economics
of Business Practice**



ENTRY REQUIREMENTS 2018

Irish/EU Students and International Students

Applicants must have:

A level 8 primary degree with at least 10 credits in microeconomics and a further 10 credits of intermediate level economics, or the equivalent.

The MSc Economics of Business Practice is available as a follow on qualification subject to achieving a required minimum standard in the Postgraduate Diploma.

English Language Requirement:

Applicants from non-native English-speaking countries will be required to undertake a recognised English language test.

Please see accepted tests and minimum requirements below.

IELTS: 6.5

With no individual section lower than 5.5

TOEFL: 90

With minimum scores as follows:

- Listening: 17 - Reading: 18
- Speaking: 20 - Writing: 17

Cambridge Proficiency Exam: Grade C

Cambridge Advanced Exam: Grade B

Pearson PTE: Minimum Score of 63

With no section score below 59

APPLICATION PROCESS

Application for this programme is online at the Postgraduate Application Centre

www.pac.ie/ucc (PAC Code: CKJ01)

For more information on the Programme go to:

www.cubsucc.com/programmes/postgraduate/pg-dip-msc-economics-of-business-practice/

PROGRAMME DIRECTOR

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