

# Certificate in Access for Higher Education



in a strategic partnership with



## Programme Details

IBAT College and Atlantic Technological University (ATU) have united to offer a unique opportunity for individuals eager to advance in their educational journey.

The Certificate in Access for Higher Education has been meticulously crafted to offer students an alternative pathway to Higher Education, drawing on the principles of adult education in its approach to instruction.

### Who are IBAT?

A strategic partnership between IBAT College Dublin and Atlantic Technological University (ATU) was officially established on July 20, 2023, following formal approval at the ATU Academic Council meeting in June 2023.

This course is delivered within the ATU Quality Assurance and Enhancement framework and awarded by ATU. IBAT is primarily responsible for day-to-day operations, under ATU's Quality Assurance oversight, additionally including applicant queries/processing, student support, and finance related queries. It is important to note that ATU strictly authorises entry on to the programme based on the defined entry requirements.

Applicants who register on programmes under the auspices of this strategic partnership hold the status of being a student at both institutions.

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

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

- Situated in the lively Temple Bar area in the heart of Dublin
- Empower students with practical learning to effectively address real-world challenges
- Balance ambitions and commitments with flexible study options
- Inclusive global community by welcoming students from across the globe
- Engage in partnerships with a wide array of organisations, both private enterprises and public entities
- Completing this certificate will also provide a pathway to several Undergraduate programmes offered by IBAT College and ATU



### Who is the programme aimed at?

This programme is specifically designed to provide students an alternative access route to Higher Education, offering those who can't enter through traditional methods another opportunity to study. It presents a formative and enjoyable experience based on the adult education method of delivery. This approach not only grants students the chance to study in a unique way but also acts as a pathway for them to potentially pursue undergraduate and postgraduate education if they wish.

### Academic Entry Requirements

Grade O3 in subjects to include Mathematics and a language other than English in the Leaving Certificate/FETAC Level 5/ Equivalent International Exam. The applicant must also have sufficient English Language proficiency of IELTS 5.0 (no band lower than 4.5) or higher.

### Fees

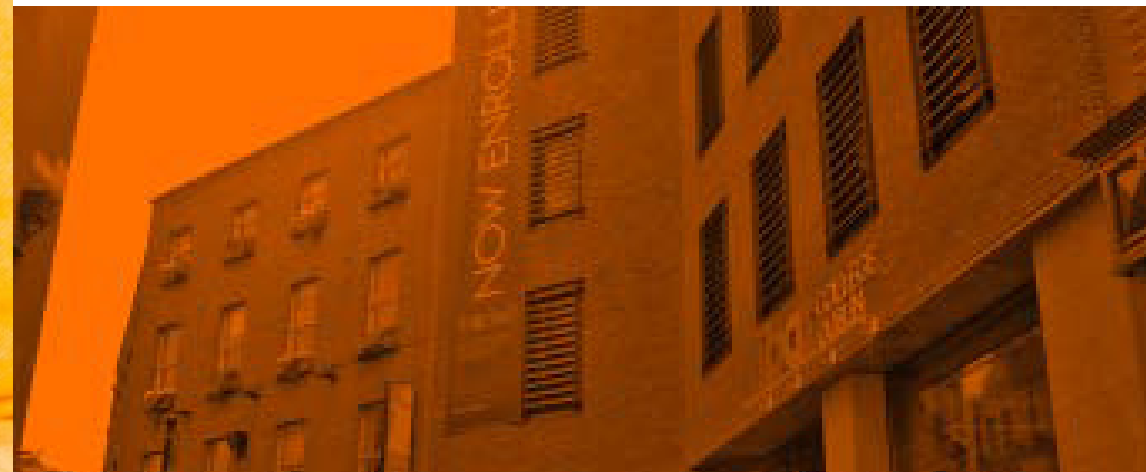
**Non-EU International:** €6,500

### Next intake(s)

April/ June/September 2024

### Programme Structure

Modules	Credits
Application of Numbers	10
Learning Skills & Personal Development	10
ICT	5
College Skills & Career Planning	5
Academic Writing	5
Research Fundamentals	5
Business & Law	10
Introduction to Design Principles	10





# Bachelor of Arts (Honours) in Business

Level 8



QQI AWARD

## Programme Details

In today's dynamic business landscape, possessing a well-rounded skillset is crucial for success. This programme equips you with the knowledge and practical abilities sought after by modern employers. This programme goes beyond traditional business education, offering a unique blend of core business principles and in-demand digital skills. You'll gain a solid foundation in essential areas like finance, marketing, and data analysis, while also developing the technical expertise and soft skills needed to thrive in a digital world.

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- Completing this programme will also provide a pathway to several Master's programmes offered through our strategic partnership with ATU.

### Who is the Programme aimed at?

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 emphasizing the critical skill of analysing data for informed decision-making. Benefit from a supportive learning environment and a curriculum designed to prepare you for the challenges and opportunities of today's international business landscape.

### Fees

**Overseas:** €6,985  
**Local/EU:** €4,399

### Duration

3 Years

### Academic Entry Requirements:

To qualify for this programme, you'll need to demonstrate a strong academic foundation. You will require two H5 grades and four O6/H7 grades in the Irish Leaving Certificate subjects, including Mathematics or equivalent from your home country. In addition, all applicants are required to demonstrate competence in English Language.

## Programme Structure

Sharpen your business acumen with this in-depth three-year programme. Develop a strong grounding in core business principles through a well-structured curriculum. Each academic year features 24 teaching weeks, dedicated study weeks for focused learning, and strategically placed assessment weeks spread across semesters. You'll explore a diverse range of modules, with roughly half assessed through coursework and the remainder through a combination of coursework and final examinations.

In the final year, there's an option to select a business topic that interests you and work on a project related to it. This project can involve conducting research or collaborating directly with a company to address a real business challenge.

### Modules:

#### Year 1:

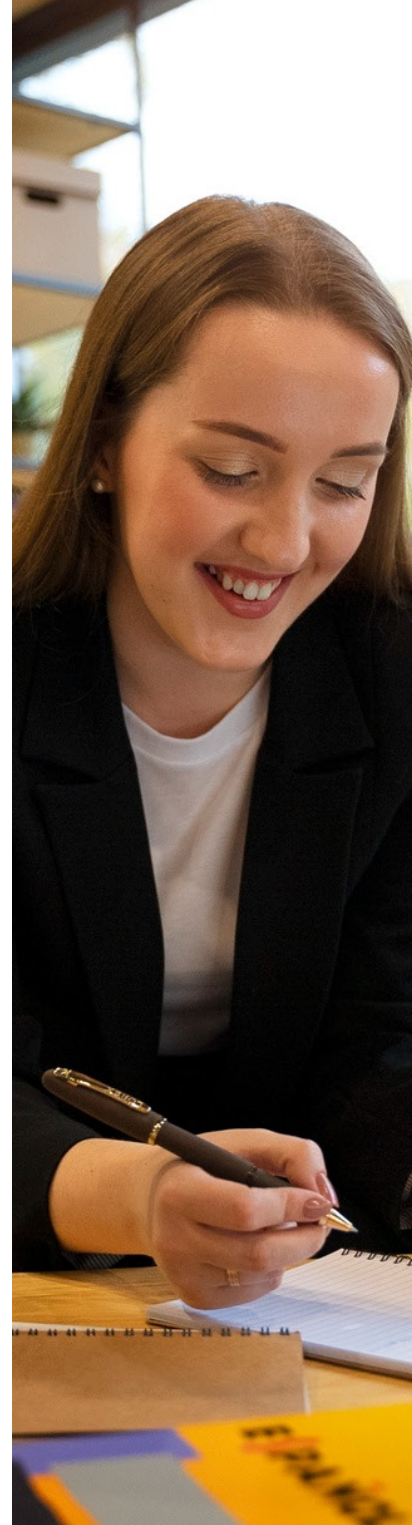
- Introduction to Business
- ICT in Business
- Business Mathematics
- Business Statistics
- Effective Communications for Business
- Learning & Development
- Marketing Fundamentals
- Microeconomics
- Macroeconomics
- Financial Accounting
- Management Principles
- Principles of Law

#### Year 2:

- Digital & Social Media Marketing
- Ethics & Regulatory Compliance
- Human Resource Management Fundamentals
- Information Systems Management
- Management Accounting
- Operations Management
- Business Law
- Applied Project Management
- Business Intelligence
- Economic Analysis and Sustainability
- Consumer Behaviour
- Marketing Communications & Sales Management

#### Year 3:

- Data Analytics for Business
- Financial Management
- Innovation, Enterprise & Entrepreneurship
- Personal & Professional Development
- Research Methods
- Strategic Human Resource Management
- Corporate Finance
- Corporate Governance
- Information Security Management
- Organisational Leadership
- Strategic Management
- Business Project or a Professional Practice Project



# How to Apply

## Take the first step

Apply online, over the phone or in person.  
Need help or more information?

Course advisors are available to answer any questions or take you through the application process:

 [www.ibat.ie](http://www.ibat.ie)

 [enquiry@ibat.ie](mailto:enquiry@ibat.ie)

 [+353 1 8075 055](tel:+35318075055)

 IBAT College Dublin English School,  
Frederick Street Campus, 24-27  
Frederick Street North, Dublin 1.

IBAT College Dublin,  
16-19 Wellington Quay,  
Temple Bar, Dublin 2.

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Ask our Course Advisors for more information.

# Master of Science (MSc) in Business Management



in a strategic partnership with



## Programme Details

This conversion Masters programme is targeted at non-business graduates, including science, engineering, technology, arts, law and social science graduates, to develop and focus their career paths in the business environment. It will provide some learners with the opportunity to change career direction away from that of their undergraduate studies. For others, it will complement their undergraduate qualification.

The completion of this Masters programme will provide graduates with a unique set of skills. Learners will combine the proficiency from their undergraduate discipline are (for example engineering or computing) with newly acquired business skills. Such a hybrid skillset is much sought after by employers.

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### Is there work in this field?

Conversion courses are highly valued by employers. This Master's programme was designed in conjunction with industry and reflects current and future needs.





Whatever your undergraduate discipline area, this programme will expose you to the latest research and practice in business management across core areas such as strategy, innovation, marketing and people & organisations preparing you for the world of work.

### Career Opportunities

Combined with the skills and knowledge gained in their undergraduate degree, completing this masters will position graduates to undertake a range of management roles in their chosen discipline. Graduates will be equipped to apply for jobs in a diverse range of industries and will be equipped with the management skills necessary to succeed in today's globalised business environment.

### Who is the programme aimed at?

This conversion Masters programme is targeted at non-business graduates, including science, engineering, technology, arts, law and social science graduates, to develop and focus their career paths in the business environment.

### Table of Modules

Modules	Mandatory/ Elective	Credits
Management Strategy	Mandatory	10
Business Innovation & Enterprise	Mandatory	10
Accounting Information for Managers	Mandatory	5
Research Methods	Mandatory	5
Supply Chain Operations	Mandatory	10
People & Organisations	Mandatory	10
Marketing Management	Mandatory	10
Work Based Learning Research Project	Mandatory	30

### Academic Entry Requirements

Level 8 Honours degree in a non-business discipline, minimum second-class honours, grade 2 (2.2).

### Terms Explained

(i) 2.2 = C, as per ATU Marks & Standards that's an overall award greater than 50%.

### EL Proficiency

IELTS	6.0, no component less than 5.5
DuoLingo	Min score 105, min 100 in each section (under review)
Pearson PTE Academic	Min score of 50 (preferably closer to 55)
TOEFL IBT	Min score of 80
Cambridge English Qualifications	A minimum score of 180-190 (FCE Grade B)

### Exceptions

- If someone has completed their degree or Masters in UK, Ireland or USA within the last 2-3 years.
- Graduates of IBAT EL School at:

#### (i) General English - Upper Intermediate & advanced levels

1. Upper-intermediate (B2 on the CEFR) – interview / confirmation of proficiency required to equate to IELTS 6.0.)
2. Advanced (C1 on the CEFR)

#### (ii) IELTS 6.0/6.5 Preparation Course\*

#### (iii) Cambridge Certification Preparation Course\*

- Graduates from other EL schools with levels as above **BUT** they must also undergo a short interview to confirm proficiency.

\*CEFR B2/C1 or equivalent is required to join class.

### Fees

**Non-EU International:** €12,500

### Next intake

September 2024



# Master of Science (MSc) in Marketing



in a strategic partnership with



## Programme Details

The aim of the MSc in Marketing is to significantly contribute to the marketing expertise and professional development of graduates, and ultimately make 'best practice' contributions to business development in the field of marketing / digital marketing.

Due to the practical nature of the programme, there is a very strong focus on continuous assessment based on real-life business problems hence the strong engagement with local communities and industry. The range of modules on the programme have been designed to develop graduates with a modern marketing mindset.

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### Key Features

- Heavily focused on digital and omni-channel marketing
- New focus on data analytics to support decision making in organisations



- Excellent track record of graduate employment in marketing positions
- Small class sizes, facilitating a learner centred approach
- Learners will undertake real-life projects aligned with key employers

### Career Opportunities

Combined with the skills and knowledge gained in their undergraduate degree, completing this masters will position graduates to undertake a range of marketing/digital marketing and innovation roles. Graduates will be equipped to apply for jobs in a diverse range of industries and will be equipped with the marketing skills necessary to succeed in today's globalised business environment.

### Programme Structure

Modules	Mandatory/ Elective	Credits
Driving Marketing in SMEs	Mandatory	10
Data Analytics	Mandatory	5
Research methods	Mandatory	5
Omni-channel Marketing Communications	Mandatory	10
Advanced Digital Marketing	Mandatory	10
Innovation & the Entrepreneurial Mindset	Mandatory	10
Managing Sales	Mandatory	5
Shaping Consumer Behaviour	Mandatory	5
Work Based Learning Research Project	Mandatory	30

### Academic Entry Requirements

Level 8 Honours Degree in Business or equivalent, minimum second-class honours, grade 2 (2.2) Applicants must have a **minimum of 30 credits in marketing or marketing related modules**

### Terms Explained

- (i) 2.2 = C, as per ATU Marks & Standards that's an overall award greater than 50%.
- (ii) 30 ECTS in marketing modules = to 1 semester in an academic year of 60 ECTS.

### EL Proficiency

IELTS	6.0, no component less than 5.5
DuoLingo	Min score 105, min 100 in each section (under review)
Pearson PTE Academic	Min score of 50 (preferably closer to 55)
TOEFL IBT	Min score of 80
Cambridge English Qualifications	A minimum score of 180-190 (FCE Grade B)

### Exceptions

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### Fees

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### Next intake

September 2024

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