**SETU Carlow Modules: Spring Term 2023**

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| **Module Title** | **Stage** | **ECTS** | **Course Articulation** |
| **BUSINESS MANAGEMENT** |
| [Management](https://itcarlow.akarisoftware.com/index.cfm/page/module/moduleId/9527)Management is a key function in all organisations irrespective of size or type. This module aims to provide learners with a comprehensive understanding and application of the general principles of management. | 1 | 10 |  |
| [Business Financial Accounting 2](https://itcarlow.akarisoftware.com/index.cfm/page/module/moduleId/9040)The aim of this module is to develop skills and knowledge of the role, function and basic principles of financial accounting, master the rules of double entry bookkeeping, and develop the ability to prepare and interpret financial statements for different types of business entities. | 1 | 5 |  |
| [Macroeconomics](https://itcarlow.akarisoftware.com/index.cfm/page/module/moduleId/8663)This module is designed to enable students to acquire a knowledge and understanding of the fundamental macroeconomic concepts necessary for the work of a business professional. Students are introduced to the core areas of macroeconomic theory providing them with a toolkit for analysing economic and business questions. | 1 | 5 |  |
| [Quantitative Techniques 2](https://itcarlow.akarisoftware.com/index.cfm/page/module/moduleId/8955)The aim of this module is to develop students’ mathematical and statistical reasoning and skills, including to explore business scenarios using mathematics. Students will be introduced to the areas of investment mathematics, mathematical modelling, probability, normal distribution, and confidence intervals. The module's emphasis on both the conceptual and practical will assist students to confidently and fluently use mathematical and statistical thinking and techniques to enquire using data, solve problems and make better business decisions. | 1 | 5 |  |
| [Business Psychology 1](https://itcarlow.akarisoftware.com/index.cfm/page/module/moduleId/9022)The aim of this module is to introduce students to the area of psychology as it is applied to a business context. | 1 | 5 |  |
| [Fundamental Financial Accounting 2](https://itcarlow.akarisoftware.com/index.cfm/page/module/moduleId/9129)This module is designed to further develop financial accounting principles, knowledge and practices so that students can process advanced financial accounting transactions, apply financial accounting controls and prepare, interpret and report on financial statements for different types of business entities. The depth and breadth of module content and assessment are designed to gain maximum exemptions from professional accountancy bodies, appropriate to a B.A. (Honours) in Accounting programme. |  |  |  |
| **SPORTS, MEDIA AND MARKETING** |
| [Introduction to Data Analysis for Digital Marketing](https://itcarlow.akarisoftware.com/index.cfm/page/module/moduleId/8347)The aim of this module is to develop students' mathematical and statistical skills with a view to using these skills to analyse digital marketing data. Students will be introduced to the areas of digital marketing data, descriptive statistics, hypothesis testing, correlation and regression. The students will also be introduced to the use of statistical software for data analysis. | 1 | 10 |  |
| [Introduction to Finance for Social Media](https://itcarlow.akarisoftware.com/index.cfm/page/module/moduleId/8647)The aim of this module is to introduce students to and develop their knowledge and understanding of some key components of the accounting and finance function. The students will develop the ability to select and apply accounting techniques in typical digital marketing situations. | 1 | 5 |  |
| [Social Media Marketing](https://itcarlow.akarisoftware.com/index.cfm/page/module/moduleId/9354)This module will provide the student with an in-depth knowledge of social media platforms. it aims to develop an understanding of how to plan marketing communications through social networks including Instagram, Facebook, Twitter, Tiktok, LinkedIn, Google+ etc | 1 | 5 |  |
| [Contemporary Marketing Practice](https://itcarlow.akarisoftware.com/index.cfm/page/module/moduleId/9629)The aim of this module is to provide the learner with an opportunity to practically apply the principles of marketing in a digital era. The learner should be able to identify and develop customer focused solutions to marketing problems. | 1 | 5 |  |
| [Creative Digital Media](https://itcarlow.akarisoftware.com/index.cfm/page/module/moduleId/9804)This module will give students extensive knowledge, understanding and competencies across a wide range of digital media design principles and practices; reviewing how digital media communication concepts relate to society, storytelling and branding in the digital world. | 1 | 5 |  |
| [Social Psychology](https://itcarlow.akarisoftware.com/index.cfm/page/module/moduleId/9076)The aim of this module is to develop the student’s knowledge and understanding of Social Psychology including theories of social behaviour, attitudes and processes of interaction with others. The module will encourage students to examine how they present themselves to others and how they interpret social situations. Links will be made to the student’s experience in Media Studies and Public Relations. | 1 | 5 |  |
| [Introduction to Media Studies 2](https://itcarlow.akarisoftware.com/index.cfm/page/module/moduleId/9203)The aim of this module is to provide students with a comprehensive introduction to Media Studies. Students will receive training in studio-based performance. The student's oral and written communications skills will be developed. | 1 | 5 |  |
| [Theories and Best Practice in Public Relations](https://itcarlow.akarisoftware.com/index.cfm/page/module/moduleId/9423)This module aims to assist students in understanding the link between the theory and the practice of public relations. Students will be guided through various theories and theoretical approaches to PR. They should develop an understanding of Best Practice in Public Relations and will look particular at the area of Ethics in Public Relations. | 1 | 5 |  |
| **HUMANITIES** |
| [Child Development](https://itcarlow.akarisoftware.com/index.cfm/page/module/moduleId/9332)Develop knowledge of psychological understandings of child development and support students in developing critical thinking skills to inform their practice. | 1 | 5 |  |
| [Children’s health, care and wellbeing](https://itcarlow.akarisoftware.com/index.cfm/page/module/moduleId/9279)This module introduces students to a holistic concept of health, care and wellbeing of the child in partnership with parents. The roles of interactions and relationships with important adults is emphasised, as is the underpinning construct of communication with babies and children. | 1 | 5 |  |
| [Lifespan Development and Differences](https://itcarlow.akarisoftware.com/index.cfm/page/module/moduleId/9343)Promote an understanding of human behaviour and understand many factors which effect behaviour and development. | 1 | 5 |  |
| **HEALTH AND SCIENCES** |
| [Chemistry 2](https://itcarlow.akarisoftware.com/index.cfm/page/module/moduleId/9056)To provide students with a knowledge of basic theoretical and practical chemistry principles. | 1 | 10 |  |
| [Physics 2](https://itcarlow.akarisoftware.com/index.cfm/page/module/moduleId/9539)The aim of this module is to provide the student with knowledge of the physics of waves, electricity and radioactivity, and to develop practical laboratory skills. | 1 | 5 |  |
| [Quantitative Methods 2](https://itcarlow.akarisoftware.com/index.cfm/page/module/moduleId/9436)The aim of this module is to provide students with the fundamental mathematical and computing skills necessary for comprehension and progression through the field of science. | 1 | 5 |  |
| [Animal and Human Biology](https://itcarlow.akarisoftware.com/index.cfm/page/module/moduleId/8799)To provide a comprehensive overview of the Animal kingdom, its evolution and diversity, focusing on Human anatomy. The module will provide practical skills essential for further studies. | 1 | 5 |  |
| [Current Concepts in Science](https://itcarlow.akarisoftware.com/index.cfm/page/module/moduleId/10002)The aim of this module is to introduce students to forensic, pharmaceutical and environmental science issues, ethics and philosophy of science as well as practical applications which form a basis for other modules. | 1 | 5 |  |
| [Laboratory Science](https://itcarlow.akarisoftware.com/index.cfm/page/module/moduleId/7008)To provide students with a good knowledge of working in a laboratory setting and the importance of GLP, within same. | 1 | 5 |  |
| [Anatomy of Human Movement 2](https://itcarlow.akarisoftware.com/index.cfm/page/module/moduleId/9410)To provide the student with an understanding of the functional anatomy of the lower limb and trunk and how it relates to human movement. | 1 | 10 |  |
| [Physiology and Cell Biology 2](https://itcarlow.akarisoftware.com/index.cfm/page/module/moduleId/9572)Physiology: To provide the student with an understanding of the functions and control of the Nervous, Urinary and Endocrine Systems. Cell Biology: To impart knowledge of basic cell biology and microbiology with special emphasis on (a) association between cell structure and function and human disease and (b) microbial growth and disease transmission and prevention. | 1 | 5 |  |
| [Physical Sciences for Health Science](https://itcarlow.akarisoftware.com/index.cfm/page/module/moduleId/9403)The aim of this module is to explore the principles of physics and chemistry and to develop practical laboratory skills as they relate to health and sports science. | 1 | 5 |  |
| **COMPUTING** |
| [Programming 2](https://itcarlow.akarisoftware.com/index.cfm/page/module/moduleId/8589)To provide the student with: 1. the problem solving skills necessary for programming 2. the basic concepts of programming. 3. the capability to develop complete programs. | 1 | 5 |  |
| [Mathematics 2](https://itcarlow.akarisoftware.com/index.cfm/page/module/moduleId/8581)This module aims to provide students with a broad and solid foundation in mathematical concepts and techniques that they may encounter in subsequent programme modules. | 1 | 5 |  |
| [Operating Systems](https://itcarlow.akarisoftware.com/index.cfm/page/module/moduleId/8587)To provide students with practical skills and working knowledge of an industry standard operating system. | 1 | 10 |  |
| [Computer Hardware 2](https://itcarlow.akarisoftware.com/index.cfm/page/module/moduleId/8586)To familiarize the student with computer hardware, assembly language and programmable logic controllers. | 1 | 5 |  |
| [Networking 2](https://itcarlow.akarisoftware.com/index.cfm/page/module/moduleId/8583)To provide the student with: 1. An understanding of IPv4 and IPv6 addressing. 2. a systematic understanding of WANs and basic routing concepts. 3. the skills required to build a basic Wide Area Network | 1 | 5 |  |