Trinity Business School

MSc

Masters Programmes
www.tcd.ie/business
MSc in Digital Marketing Strategy

PROGRAMME OVERVIEW

GAIN THE SKILLS YOU NEED TO LAUNCH YOUR DIGITAL MARKETING CAREER

Designed to help students become skilled digital marketing strategists, this programme focuses on how companies do business in a digital world. Students will also learn about digital design, the user experience and how to plan and implement digital strategies.

The strong industry focus and partnership approach means that a variety of leading digital companies are represented by expert guest speakers and faculty, including multinational companies such as Google, Facebook, Twitter, HubSpot and Microsoft.

FACT FILE

Google
Opportunity to gain AdWords and Advanced Analytics Certification

11 Nationalities Represented in Class of 2017

PROGRAMME FEATURES

The programme includes a wide range of core and elective modules as well as a research project. Students can tailor their degree through their choice of electives and company project.

DURATION:
1 YEAR FULL TIME

START DATE:
SEPTEMBER

SAMPLE TIMETABLE

<table>
<thead>
<tr>
<th>Michaelmas Term Sept - Dec</th>
<th>Hilary Term Jan – April</th>
<th>Trinity Term April – Aug</th>
</tr>
</thead>
<tbody>
<tr>
<td>Marketing Management</td>
<td>Digital Design and User Experience</td>
<td>Dissertation or company project - this project allows students to showcase the knowledge they have gained and enhance their career potential by specialising in a particular area.</td>
</tr>
<tr>
<td>Digital Marketing Communication</td>
<td>Digital Business Models</td>
<td></td>
</tr>
<tr>
<td>Data Analytics and Marketing Research</td>
<td>Digital Marketing Implementation</td>
<td></td>
</tr>
<tr>
<td>Science, Technologies and Markets</td>
<td>Research Methods</td>
<td></td>
</tr>
<tr>
<td>Ethical Business</td>
<td>Choice of three electives</td>
<td></td>
</tr>
<tr>
<td>Marketing in the Digital Context</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Important Note: Timetable and modules are subject to change

ELECTIVES

- International Marketing Strategy
- Brand Management
- Advertising and Persuasion Strategies
- Emerging Trends in Digital Technologies
- Entrepreneurship
WHAT OUR GRADUATES SAY

Coming from a background in engineering, I chose this programme to help me enter the ever-growing digital marketing industry. The highly diverse class meant that I met people from many different backgrounds and countries.

I strongly recommend this programme to anyone who wants to challenge themselves and kickstart their digital marketing career.

ANCHIT PRAKASH
Class of 2017

This programme allowed me to develop practical competencies via hands-on real life projects whilst learning the latest trends and practices in the digital market. Everyone at Trinity Business School - the programme director, professors and staff - were very welcoming. Trinity’s unique location at the heart of the city along with its exceptional facilities and unlimited extracurricular activities make it ideal for any student.

ESRA KOCAK
Class of 2017

CAREER SERVICES & DEVELOPMENT

Trinity Business School has a dedicated career development team to help identify your ideal career path and provide advice on how to achieve your goals. Services include workshops, one-to-one coaching, career psychometric tests and visits from top global employers.

Digital Marketing strategists gain employment across a number of industries including social media, retail, tourism, pharmaceutical, healthcare, education, government and social enterprise.

CONTACT US

Please contact the admissions team for more information about our programmes, the application process or to schedule a campus visit.

Email: business.masters@tcd.ie
Phone: +353 1 896 2493
Web: www.tcd.ie/business

ADMISSIONS

ENTRY REQUIREMENTS
✓ Bachelor degree with a minimum 2.1 result or equivalent
✓ Proficiency in English. Non-native speakers require IELTS or TOEFL scores
✓ Two supporting academic references
✓ A completed application form. Apply online at www.tcd.ie/business

TUITION FEE
EU €13,500. Non-EU €17,500.
A variety of scholarships are available, please visit the website for more details.

TIPS
✓ Apply early to secure your place. Applications are reviewed on a rolling basis
✓ Include all supporting documentation
✓ Offers can be given on a conditional basis pending final results
✓ Visit www.tcd.ie/business for more information
ACCELERATE YOUR CAREER IN DIGITAL MARKETING WITH A PROGRAMME DESIGNED TO FIT YOUR BUSY SCHEDULE

This 2 year part time programme is designed to provide the knowledge and tools required to become a highly skilled digital marketing strategist. Taught via weekly evening classes, it enables students to combine their study and professional life. This course is also offered as a one year full time option.

The strong industry focus and partnership approach means that a variety of leading digital companies are represented by expert guest speakers and faculty, including multinational companies such as Google, Facebook, Twitter, HubSpot and Microsoft.

PROGRAMME OVERVIEW

SAMPLE TIMETABLE

<table>
<thead>
<tr>
<th>Year One</th>
<th>Year Two</th>
</tr>
</thead>
<tbody>
<tr>
<td>Marketing in the Digital Context</td>
<td>Dissertation/ In-company project</td>
</tr>
<tr>
<td>Digital Marketing Implementation</td>
<td>Social Media Marketing</td>
</tr>
<tr>
<td>Digital Marketing Strategy</td>
<td>Business Ethics</td>
</tr>
<tr>
<td>Data Analytics and Marketing Research</td>
<td>Choice of three electives</td>
</tr>
<tr>
<td>Digital Design and User Experience</td>
<td></td>
</tr>
<tr>
<td>Digital Business Models</td>
<td>Choice of one elective</td>
</tr>
</tbody>
</table>

Important Note: Timetable and modules are subject to change

FACT FILE

PROGRAMME FEATURES

The programme includes a wide range of core and elective modules as well as a research project. Students can tailor their degree through their choice of electives and company project.

DURATION: 2 YEARS PART TIME

START DATE: SEPTEMBER

SCHEDULE: CLASSES HELD EVERY TUESDAY AND THURSDAY, 6PM - 9PM

ELECTIVES

- Digital Analytics
- Budgeting for Marketing
- Science Tech and Markets
- E-commerce
- Research Methods
- Emerging Trends in Digital
- Entrepreneurship
- Advertising Management

Opportunity to gain AdWords and Advanced Analytics Certification

Nationalities Represented in Class of 2017

11

Google

Trinity Business School
WHAT OUR GRADUATES SAY

This programme allowed me to develop practical competencies via hands-on real life projects whilst learning the latest trends and practices in the digital market. Everyone at Trinity Business School - the programme director, professors and staff - were very welcoming. Trinity’s unique location at the heart of the city along with its exceptional facilities and unlimited extracurricular activities make it ideal for any student.

ESRA KOCAK
Class of 2017, full time programme

Coming from a background in engineering, I chose this programme to help me enter the ever-growing digital marketing industry. The highly diverse class meant that I met people from many different backgrounds and countries.

I strongly recommend this programme to anyone who wants to challenge themselves and kickstart their digital marketing career.

ANCHIT PRAKASH
Class of 2017, full time programme

CAREER SERVICES & DEVELOPMENT

Trinity Business School has a dedicated career development team to help identify your ideal career path and provide advice on how to achieve your goals. Services include workshops, one-to-one coaching, career psychometric tests and visits from top global employers.

Digital Marketing strategists gain employment across a number of industries including social media, retail, tourism, pharmaceutical, healthcare, education, government and social enterprise.

CONTACT US

Please contact the admissions team for more information about our programmes, the application process or to schedule a campus visit.

Email: business.masters@tcd.ie
Phone: +353 1 896 2493
Web: www.tcd.ie/business

ADMISSIONS

ENTRY REQUIREMENTS

- Bachelor degree with a minimum 2.1 result or equivalent
- Proficiency in English. Non-native speakers require IELTS or TOEFL scores
- Two supporting academic references
- A completed application form. Apply online at www.tcd.ie/business

TUITION FEE

EU €13,500 (€6,750 per annum). Non-EU €17,500 (€8,750 per annum). A variety of scholarships are available, please visit the website for more details.

TIPS

- Apply early to secure your place. Applications are reviewed on a rolling basis
- Include all supporting documentation
- Offers can be given on a conditional basis pending final results
- Visit www.tcd.ie/business for more information
DEVELOP YOUR SKILLS WITH EUROPE’S NO. 1 UNIVERSITY FOR PRODUCING ENTREPRENEURS

Designed for those with an entrepreneurial mindset, this programme provides students with the knowledge and practical ability to start a new venture, finance start-ups, support new enterprise or scale and grow existing businesses.

The programme has a unique focus on ethical behaviour and the wellbeing of the entrepreneur amidst the stressful nature of new enterprise development.

DURATION:
1 YEAR FULL TIME

START DATE:
SEPTEMBER

PROGRAMME FEATURES

The programme includes interactive lessons, workshops and group projects. Students can also undertake a research project instead of the dissertation.

FACT FILE

1st
Trinity College is the 1st in Europe for Producing Entrepreneurs and Start-Ups

Taught by Entrepreneurs, Expert Faculty and Industry Practitioners

PROGRAMME OVERVIEW

SAMPLE TIMETABLE

<table>
<thead>
<tr>
<th>Michaelmas Term Sept - Dec</th>
<th>Hilary Term Jan - April</th>
<th>Trinity Term April – Aug</th>
</tr>
</thead>
<tbody>
<tr>
<td>Entrepreneurship</td>
<td>Technological Entrepreneurship</td>
<td>Dissertation or company project - this project allows students to showcase the knowledge they have gained and enhance their career potential by specialising in a particular area.</td>
</tr>
<tr>
<td>Business Model and Innovation</td>
<td>Social Entrepreneurship</td>
<td>‘Entrepreneurship in Practice’ Workshops</td>
</tr>
<tr>
<td>Entrepreneurial Finance</td>
<td>International Entrepreneurship</td>
<td>‘Entrepreneurship in Practice’ Workshops</td>
</tr>
<tr>
<td>‘Entrepreneurship in Practice’ Workshops</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Business Ethics and Society</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Important Note: Timetable and modules are subject to change

ELECTIVES

Choice of three:
- Brand Management (MT)
- Developing Skills for Business Leadership (MT)
- New Company Development (HT)
- Venture Capital (HT)
- Leading Change in a Complex World (HT)
- Digital Business Models (HT)
**MSc in Entrepreneurship**

**Admissions**

- **Entry Requirements**
  - Bachelor degree with minimum 2.1 result or equivalent
  - Proficiency in English. Non-native speakers require IELTS or TOEFL scores
  - Two supporting academic references
  - A completed application form. Apply online at www.tcd.ie/business

- **Tuition Fee**
  - EU €13,500. Non-EU €17,500. A variety of scholarships are available, please visit the website for more details.

- **Tips**
  - Apply early to secure your place. Applications are reviewed on a rolling basis
  - Include all supporting documentation
  - Offers can be given on a conditional basis pending final results
  - Visit www.tcd.ie/business for more information

**Hear from Our Programme Director**

This programme has been designed for those with an entrepreneurial mindset who wish to establish a business, or drive growth and shape decision making.

Professor Giulio Buciuni, Programme Director.

**Career Services & Development**

Trinity Business School has a dedicated career development team to help identify your ideal career path and provide advice on how to achieve your goals. Services include workshops, one-to-one coaching, career psychometric tests and visits from top global employers.

Entrepreneurship graduates can establish a new venture or gain employment across a number of industries including finance and venture capitalism, IT, telecoms, social media, retail, tourism, pharmaceutical, healthcare, education, government, and social enterprise.

**Contact Us**

Please contact the admissions team for more information about our programmes, the application process or to schedule a campus visit.

Email: business.masters@tcd.ie
Phone: +353 1 896 2493
Web: www.tcd.ie/business
Programme Features

The programme includes a wide range of core and elective modules as well as a research project. Students can tailor their degree through a choice of electives and project.

Duration: 1 Year Full Time

Start Date: September

Sample Timetable

<table>
<thead>
<tr>
<th>Michaelmas Term Sept - Dec</th>
<th>Hilary Term Jan – April</th>
<th>Trinity Term April – Aug</th>
</tr>
</thead>
<tbody>
<tr>
<td>International Financial Statement Analysis</td>
<td>Advanced Statement Analysis</td>
<td>Dissertation – this project allows students to showcase the knowledge they have gained and enhance their career potential by specialising in a particular area.</td>
</tr>
<tr>
<td>Corporate Finance</td>
<td>Portfolio and Wealth Management</td>
<td>Choice of four electives</td>
</tr>
<tr>
<td>Derivatives</td>
<td>Econometrics</td>
<td></td>
</tr>
<tr>
<td>Credit and Fixed Income Instruments</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Important Note: Timetable and modules are subject to change

Electives

- International Finance
- Alternative Investments
- Financial Regulation and Governance
- Private Equity
- Treasury & Asset Liability Management
- Venture Capital
- Applied Investment Management & Trading
- The Politics of Public Money
- Energy Finance & Trading
- Financial Markets & Institutions
- Trading Psychology & Behavioural Analysis
- Panel & Cross Sectional Data Analysis
- Enterprise Risk Management
- Policy Issues in the International Economic System
- Ethical Business
- Governance International Tax and NMEs
The environment at Trinity Business School challenges you to constantly improve your knowledge in and out of the classroom. I recommend this programme to those who want to surpass their existing knowledge and catapult themselves into a successful career in the finance industry.

Nicholas Hogan.
Current employment: Analyst, Finance Transformation Consulting, Deloitte, Dublin

For me, the MSc Finance has been my best investment to date. The engaging and prominent lecturers, the depth of the programme’s curriculum and the potential to become involved in extra-curricular activities is superb. For example, the CFA Research Challenge and the Trinity Student-Managed Fund both provide students with invaluable access to industry mentors, and the sort of experience that employers are increasingly looking for.

John Harrington.
Current employment: Assistant Vice President, Deutsche Bank, London

91% of MSc Finance students secured job offers within 3 months of graduation (class of 2014/15). Many of our graduates complete exams with CFA or CAIA or gain employment in global companies such as Accenture, Deloitte and Google, or find their niche in smaller organisations and start-ups.

Career Services & Development
Trinity Business School has a dedicated career development team to help identify your ideal career path and provide advice on how to achieve your goals. Services include workshops, one-to-one coaching, career psychometric tests and visits from top global employers.

Contact Us
Please contact the admissions team for more information about our programmes, the application process or to schedule a campus visit.
Email: business.masters@tcd.ie
Phone: +353 1 896 2493
Web: www.tcd.ie/business

Admissions

Entry Requirements
- Bachelor degree, minimum 2.1 result or equivalent, in a business or quantitative background
- Proficiency in English. Non-native speakers require IELTS or TOEFL scores
- Two supporting academic references
- A completed application form. Apply online at www.tcd.ie/business

Tuition Fee
EU €15,500. Non-EU €19,500. A variety of scholarships are available, please visit the website for more details.

Tips
- Apply early to secure your place. Applications are reviewed on a rolling basis
- Include all supporting documentation
- Offers can be given on a conditional basis pending final results
- Visit www.tcd.ie/business for more information

Bachelor degree, minimum 2.1 result or equivalent, in a business or quantitative background
- Proficiency in English. Non-native speakers require IELTS or TOEFL scores
- Two supporting academic references
- A completed application form. Apply online at www.tcd.ie/business

Contact Us
Please contact the admissions team for more information about our programmes, the application process or to schedule a campus visit.
Email: business.masters@tcd.ie
Phone: +353 1 896 2493
Web: www.tcd.ie/business
PROGRAMME OVERVIEW

ENHANCE YOUR EMPLOYABILITY AS A FINANCIAL RISK SPECIALIST

This rigorous programme introduces you to the tools and skills of modern financial risk management, including the key themes that influence all industries, such as market, credit and operational risk.

Industry professionals, practitioners and consultants from around the world teach students how to forecast, react and minimalise risk. Students will also gain practical skills through Bloomberg training and real-life case studies to give them the edge in a competitive job market.

FACT FILE

PROGRAMME FEATURES

The programme includes a wide range of core and elective modules as well as a research project.

DURATION: 1 YEAR FULL TIME

START DATE: SEPTEMBER

SAMPLE TIMETABLE

<table>
<thead>
<tr>
<th>Michaelmas Term</th>
<th>Hilary Term</th>
<th>Trinity Term</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sept - Dec</td>
<td>Jan – April</td>
<td>April – Aug</td>
</tr>
<tr>
<td>Mathematics of Contingent Claims</td>
<td>Market Risk</td>
<td>Dissertation – this project allows students to showcase the knowledge they have gained and enhance their career potential by specialising in a particular area.</td>
</tr>
<tr>
<td>Investment Theory</td>
<td>Risk Quantification</td>
<td></td>
</tr>
<tr>
<td>Credit Theory</td>
<td>Operational Risk</td>
<td></td>
</tr>
<tr>
<td>Corporate Finance</td>
<td>Choice of four electives</td>
<td></td>
</tr>
<tr>
<td>Derivatives</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Financial Modelling &amp; Scenario Analysis</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Important Note: Timetable and modules are subject to change

ELECTIVES

- Alternative Investments
- Energy Finance and Trading
- Politics of Public Money
- Financial Markets and Institutions
- International Finance
- Enterprise Risk Management
- Advanced Statement Analysis
- Panel and Cross Sectional Data Analysis

- Policy Issues in the International Economics System
- Venture Capital
- Financial Regulation and Governance
- Trading Simulation & Introduction to Actuarial Risk
- Wealth Management
- Treasury and Asset Liability Management
- Applied Investment and Trading
WHAT OUR GRADUATES SAY

This programme is highly technical and offers a balance of theoretical and empirical hands-on knowledge that will enhance my employability in the field of banking, insurance and financial services. Leading practitioners give students a taste of the real financial world and a dedicated career services team host networking events all year round.

I have made the best decision of my life by enrolling in the programme. Every day in college is a new journey and it has made me excited to be a student again! The professors are easily approachable and answer any questions without hesitation. The friendships that I have made here will last a lifetime.

KONG HONG FAI
Class of 2017

PRIYANKA DUBEY
Class of 2017

ADMISSIONS

ENTRY REQUIREMENTS

- Bachelor degree, minimum 2.1 result or equivalent, in a business or quantitative background
- Proficiency in English. Non-native speakers require IELTS or TOEFL scores
- Two supporting academic references
- A completed application form. Apply online at www.tcd.ie/business

TUITION FEE

EU €15,500. Non-EU €19,500. A variety of scholarships are available, please visit the website for more details.

TIPS

- Apply early to secure your place. Applications are reviewed on a rolling basis
- Include all supporting documentation
- Offers can be given on a conditional basis pending final results
- Visit www.tcd.ie/business for more information

CONTACT US

Please contact the admissions team for more information about our programmes, the application process or to schedule a campus visit.

Email: business.masters@tcd.ie
Phone: +353 1 896 2493
Web: www.tcd.ie/business

TUITION FEE

EU €15,500. Non-EU €19,500. A variety of scholarships are available, please visit the website for more details.

TIPS

- Apply early to secure your place. Applications are reviewed on a rolling basis
- Include all supporting documentation
- Offers can be given on a conditional basis pending final results
- Visit www.tcd.ie/business for more information

CONTACT US

Please contact the admissions team for more information about our programmes, the application process or to schedule a campus visit.

Email: business.masters@tcd.ie
Phone: +353 1 896 2493
Web: www.tcd.ie/business

CAREER SERVICES & DEVELOPMENT

Trinity Business School has a dedicated career development team to help identify your ideal career path and provide advice on how to achieve your goals. Services include workshops, one-to-one coaching, career psychometric tests and visits from top global employers.

After graduation, students can move on to complete their exams with PRMIA (Professional Risk Managers’ International Association) or FRM (Global Association of Risk Professionals). Financial Risk Managers are an essential component to every company worldwide and positions in this field continue to be in high demand.

An internship in Canary Wharf will be provided for the highest performing student on the programme, where they will learn from trading practitioners in a live environment and gain unprecedented experience to move forward in their career.
LAUNCH YOUR CAREER IN HR MANAGEMENT WITH OUR DOUBLE ACCREDITED PROGRAMME

This programme is designed to equip students with the specialist knowledge and practice-based ability that are vital in the world of human resources and business performance. Focusing on key themes such as organisational business strategy, innovation and growth, strategic decision-making and diversity and inclusion management, the programme also develops students’ soft skills including communication, negotiation and ethics.

PROGRAMME FEATURES

The programme includes interactive lessons, group projects and practice workshops within organisations. Students can also undertake a company project instead of the dissertation module.

DURATION:
1 YEAR FULL TIME

START DATE:
SEPTEMBER

PROGRAMME OVERVIEW

MSc in Human Resource Management

FACT FILE

INTERNATIONALLY RECOGNISED AND ACCREDITED PROGRAMME

PROGRAMME OVERVIEW FACT FILE

SAMPLE TIMETABLE

<table>
<thead>
<tr>
<th>Michaelmas Term Sept - Dec</th>
<th>Hilary Term Jan – April</th>
<th>Trinity Term April – Aug</th>
</tr>
</thead>
<tbody>
<tr>
<td>Human Resource Management (HRM)</td>
<td>Managing Diversity in Organisations</td>
<td>Dissertation or company project - this project allows students to showcase the knowledge they have gained and enhance their career potential by specialising in a particular area.</td>
</tr>
<tr>
<td>Performance &amp; Rewards Management</td>
<td>Researching HRM</td>
<td></td>
</tr>
<tr>
<td>Managing Employment Relations</td>
<td>HRM in Practice (Company Trips)</td>
<td></td>
</tr>
<tr>
<td>Ethics, Business and Society</td>
<td>Leading Change in a Complex World</td>
<td></td>
</tr>
<tr>
<td>Developing Skills for Business Leadership</td>
<td>Strategic and International HRM</td>
<td></td>
</tr>
<tr>
<td>Learning and Development</td>
<td>Organisation Design and Development</td>
<td></td>
</tr>
</tbody>
</table>

Important Note: Timetable and modules are subject to change
Human Resource Management is critically important for organisations to identify and nurture talented people needed to generate new ideas and innovate across products and services. Our students learn to apply HR theory to practice, solve business problems and help organisations to continuously grow and improve their performance.

Professor Na Fu, Programme Director

Admissions

**Entry Requirements**
- Bachelor degree with minimum 2.1 result or equivalent
- Proficiency in English. Non-native speakers require IELTS or TOEFL scores
- Two supporting academic references
- A completed application form. Apply online at www.tcd.ie/business

**Tuition Fee**
EU €13,500. Non-EU €17,500. A variety of scholarships are available, please visit the website for more details.

**Tips**
- Apply early to secure your place. Applications are reviewed on a rolling basis
- Include all supporting documentation
- Offers can be given on a conditional basis pending final results
- Visit www.tcd.ie/business for more information

Career Services & Development

Trinity Business School has a dedicated career development team to help identify your ideal career path and provide advice on how to achieve your goals. Services include workshops, one-to-one coaching, career psychometric tests and visits from top global employers.

Human Resource Management graduates can gain employment in any industry such as financial services, operations, pharmaceuticals, education, government and social enterprise.

Contact Us

Please contact the admissions team for more information about our programmes, the application process or to schedule a campus visit.

Email: business.masters@tcd.ie
Phone: +353 1 896 2493
Web: www.tcd.ie/business
LAUNCH YOUR GLOBAL CAREER AND REALISE YOUR POTENTIAL WITH OUR TOP RANKED PROGRAMME

This programme is specifically designed for business graduates who wish to pursue an international career or work in organisations that target global markets.

The intensive programme equips students with the knowledge and the practical skills to operate within the global business environment and develop the cultural acumen to communicate and negotiate in different cultures and global markets.

Students also have the option to customise their degree in areas such as international marketing, international finance or international social entrepreneurship.

ELECTIVES
- Social Entrepreneurship
- Corporate Finance
- International Marketing
- Digital Business Models
- Enterprise Risk Management
- Advanced Statement Analysis
- International NGO's
- Policy Issues in the International Economic System
- Applied Marketing Strategy
- Social Investment: The International Context

Important Note: Timetable and modules are subject to change
This programme added a great variety of managerial expertise to my undergraduate studies in Economics. The unique atmosphere of cultural diversity, combined with lectures in Shanghai, expanded my knowledge of international business. It provided me with the skillset needed to plan and drive forward large post-merger-integration projects as a management consultant.

PHILIPPUS VON NEREE
Current employment: Senior Consultant, BearingPoint, Germany

The diverse background of the faculty and experts from leading international firms ensured a broad mix of teaching methodologies and styles. The residency week was the highlight and crucial for developing cross-cultural awareness and skills that launched my career in an international environment.

ZENO LOBE,
Current employment: Associate at Strategy&, part of the PwC network, Germany

CAREER SERVICES & DEVELOPMENT
Trinity Business School has a dedicated career development team to help identify your ideal career path and provide advice on how to achieve your goals. Services include workshops, one-to-one coaching, psychometric tests and site visits from top global employers.

84% of graduates have secured a job offer within three months of graduation. The diverse mix of the class means that our graduates gain employment across a number of industries including social media, financial services, operations, pharmaceuticals, education, government and social enterprise around the globe.

CONTACT US
Please contact the admissions team for more information about our programmes, the application process or to schedule a campus visit.

Email: business.masters@tcd.ie
Phone: +353 1 896 2493
Web: www.tcd.ie/business

ADMISSIONS

ENTRY REQUIREMENTS
✓ Business degree with a minimum 2.1 result or equivalent
✓ Proficiency in English. Non-native speakers require IELTS or TOEFL scores
✓ Two supporting academic references
✓ A completed application form. Apply online at www.tcd.ie/business

TUITION FEE
EU €14,250. Non-EU €17,500. A variety of scholarships are available, please visit the website for more details.

TIPS
✓ Apply early to secure your place. Applications are reviewed on a rolling basis
✓ Include all supporting documentation
✓ Offers can be given on a conditional basis pending final results
✓ Visit www.tcd.ie/business for more information

TUITION FEE

Entry requirements include:
- Business degree with a minimum 2.1 result or equivalent
- Proficiency in English. Non-native speakers require IELTS or TOEFL scores
- Two supporting academic references
- A completed application form. Apply online at www.tcd.ie/business

Tips:
- Apply early to secure your place. Applications are reviewed on a rolling basis.
- Include all supporting documentation.
- Offers can be given on a conditional basis pending final results.
- Visit www.tcd.ie/business for more information.
PROGRAMME OVERVIEW

**TAKE CONTROL OF YOUR CAREER WITH 3RD BEST MASTERS IN GENERAL MANAGEMENT**

This programme is designed for non-business graduates who want to succeed in today’s globalised business environment. Designed to complement all undergraduate disciplines, it provides a solid grounding in the practices and principles of management.

The diverse class includes students from many different locations and academic backgrounds, including arts, law, science, engineering and medicine.

Through a mix of interactive discussion, expert industry speakers and case studies, students learn to critically analyse real strategic business issues, manage conflict and develop their personal leadership style.

FACT FILE

- **3rd**
  - Ranked 3rd Best Masters in General Management in Western Europe

- **79%**
  - 79% of MSc Management Graduates Have Secured a Job Offer Within Three Months of Graduation

PROGRAMME FEATURES

The programme includes a wide range of core and elective modules as well as a research project. Key areas include HR, marketing, strategy, finance and organisational behaviour. Students can tailor their degree through their choice of research project.

DURATION: 1 YEAR FULL TIME

START DATE: SEPTEMBER

SAMPLE TIMETABLE

<table>
<thead>
<tr>
<th>Michaelmas Term</th>
<th>Hilary Term Jan – April</th>
<th>Trinity Term April – Aug</th>
</tr>
</thead>
<tbody>
<tr>
<td>Financial Management</td>
<td>Entrepreneurship</td>
<td>Dissertation – This project allows students to showcase the knowledge they have gained and enhance their career potential by specialising in a particular area.</td>
</tr>
<tr>
<td>Management and Organisational Behaviour</td>
<td>Strategic Management</td>
<td></td>
</tr>
<tr>
<td>Marketing Management</td>
<td>Ethical Business</td>
<td></td>
</tr>
<tr>
<td>Operations Management</td>
<td>Choice of three electives</td>
<td></td>
</tr>
<tr>
<td>Human Resource Management</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Negotiation Theory</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Important Note: Timetable and modules are subject to change

ELECTIVES

- Social Entrepreneurship
- Research Methods
- Applied Marketing Strategy
- Strategy and Information Systems
- Leading Change in a Complex World
- Psychology of Management
WHAT OUR GRADUATES SAY

Since finishing the course, I have been working at an exciting start up in London. I’ve been able to put all of my newly acquired knowledge straight into practical use: marketing, interviewing, financial analysis, logistics and team leadership. If you’re heading into a start-up environment, make sure to pay attention in every module!

KEVIN HAUGHAN
Current employment: Chief Technology Officer at SAM Labs

This programme opened up new areas of employment to me as it complemented my law degree. My decision to train in tax in financial services at KPMG was a result of discovering where my background in law could fit with my newly developed interest in finance.

AISLING MCGETTIGAN
Current employment: Tax Consultant at KPMG

ENTRY REQUIREMENTS
- Bachelor degree, minimum 2.1 result or equivalent, in any undergraduate discipline
- Proficiency in English. Non-native speakers require IELTS or TOEFL scores
- Two supporting academic references
- A completed application form. Apply online at www.tcd.ie/business

TUITION FEE
EU €13,500. Non-EU €17,500. A variety of scholarships are available, please visit the website for more details.

TIPS
- Apply early to secure your place. Applications are reviewed on a rolling basis
- Include all supporting documentation
- Offers can be given on a conditional basis pending final results
- Visit www.tcd.ie/business for more information

CAREER SERVICES & DEVELOPMENT
Trinity Business School has a dedicated career development team to help identify your ideal career path and provide advice on how to achieve your goals. Services include workshops, one-to-one coaching, career psychometric tests and visits from top global employers.

The diverse mix of the class means that our graduates gain employment across a number of industries including social media, financial services, operations, pharmaceuticals, education, government and social enterprise.

CONTACT US
Please contact the admissions team for more information about our programmes, the application process or to schedule a campus visit.
Email: business.masters@tcd.ie
Phone: +353 1 896 2493
Web: www.tcd.ie/business
**ACCELERATE YOUR CAREER IN MARKETING WITH OUR LEADING INDUSTRY EXPERTS**

This programme focuses on marketing strategy, branding, consumer psychology and the communication skills required for graduates to excel in their choice of specialised marketing career.

Through a mix of highly interactive lessons, expert faculty and leading marketing practitioners, students will develop their communication and negotiation skills, deal with real-life case studies and work on specialised group projects.

**PROGRAMME FEATURES**

The programme includes interactive digital and analytical simulations as well as a large range of core and elective modules, including the option to complete a dissertation or a company project.

**DURATION:** 1 YEAR FULL TIME

**START DATE:** SEPTEMBER

---

**SAMPLE TIMETABLE**

<table>
<thead>
<tr>
<th>Michaelmas Term (Sept - Dec)</th>
<th>Hilary Term (Jan - April)</th>
<th>Trinity Term (April - Aug)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Marketing Management</td>
<td>Brand Management</td>
<td>Dissertation or company project – this project allows students to showcase the knowledge they have gained and enhance their career potential by specialising in a particular area.</td>
</tr>
<tr>
<td>Business Ethics</td>
<td>International Marketing Strategy</td>
<td></td>
</tr>
<tr>
<td>Marketing Management in the Digital Age</td>
<td>Consumer Behaviour</td>
<td></td>
</tr>
<tr>
<td>Data Analytics and Market Research</td>
<td>Choice of three electives</td>
<td></td>
</tr>
<tr>
<td>Science, Technology and Marketing</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Digital Marketing Communications</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**ELECTIVES**

- Digital Design and User Experience
- Digital Business Models
- Entrepreneurship
- Emerging Trends in Digital Technologies
- Advertising and Persuasion Strategies

---

**FACT FILE**

12 Nationalities Represented in Class of 2017

Taught by Leading Global Industry Experts

---

**PROGRAMME OVERVIEW FACT FILE**

**Nationalities Represented in Class of 2017**

**Taught by Leading Global Industry Experts**
This programme has blown away my expectations with engaging professors, high quality interactive content, and diverse subject matter and students.

It has enabled me to enhance my existing knowledge and provide me with practical skills, such as big data analysis and trend mapping, through real life application. I now have a greater appreciation for global collaboration and the confidence to take on demanding business challenges in any country in the world.

ANDREW CHWALIK
Class of 2017

I chose this programme as it offers the right balance between analytical and creative based modules as well as both traditional and digital marketing practices.

This balance has allowed me to develop a versatile skillset which is very attractive to employers. The standard of teaching and expertise has been excellent and I have had the opportunity to work with people from all over the world and create lifelong friendships.

KATE O’RIORDAN
Class of 2017

Trinity Business School has a dedicated career development team to help identify your ideal career path and provide advice on how to achieve your goals. Services include workshops, one-to-one coaching, career psychometric tests and visits from top global employers.

Marketing graduates can gain employment across a number of industries including social media, retail, tourism, pharmaceutical, healthcare, education, government and social enterprise.

WHAT OUR GRADUATES SAY

CAREER SERVICES & DEVELOPMENT

ADMISSIONS

ENTRY REQUIREMENTS
- Bachelor degree with a minimum 2.1 result or equivalent
- Proficiency in English. Non-native speakers require IELTS or TOEFL scores
- Two supporting academic references
- A completed application form. Apply online at www.tcd.ie/business

TUITION FEE
EU €13,500. Non-EU €17,500. A variety of scholarships are available, please visit the website for more details.

TIPS
- Apply early to secure your place. Applications are reviewed on a rolling basis
- Include all supporting documentation
- Offers can be given on a conditional basis pending final results
- Visit www.tcd.ie/business for more information

CONTACT US
Please contact the admissions team for more information about our programmes, the application process or to schedule a campus visit.

Email: business.masters@tcd.ie
Phone: +353 1 896 2493
Web: www.tcd.ie/business
FAST TRACK YOUR CAREER WITH A PROFESSIONAL ACCOUNTING DEGREE

Designed for non-accounting graduates, this conversion course fast tracks students towards becoming a qualified accountant and focuses on the fundamentals of financial accounting, management accounting, corporate finance, audit, taxation and related areas.

Over eight months, students gain significant exemptions from professional accountancy examinations which would otherwise take up to three years to complete. The programme is fully accredited by ACCA, Chartered Accountants Ireland and CIMA.

SAMPLE TIMETABLE

<table>
<thead>
<tr>
<th>Michaelmas Term</th>
<th>Hilary Term</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sept - Dec</td>
<td>Jan – April</td>
</tr>
<tr>
<td>Financial Accounting</td>
<td>Financial Reporting</td>
</tr>
<tr>
<td>Taxation</td>
<td>Advanced Taxation</td>
</tr>
<tr>
<td>Audit</td>
<td>Forensic Accounting</td>
</tr>
<tr>
<td>Company Law</td>
<td>Corporate Governance and Ethics</td>
</tr>
<tr>
<td>Financial Management</td>
<td>Advanced Financial Management</td>
</tr>
<tr>
<td>Management Accounting</td>
<td>Performance Measurement</td>
</tr>
</tbody>
</table>

Important Note: Timetable and modules are subject to change
Trinity Business School has a dedicated career development team to help identify your ideal career path and provide advice on how to achieve your goals. Services include workshops, one-to-one coaching, career psychometric tests and visits from top global employers.

As part of this programme, students are introduced to all of the major accounting firms and have the opportunity to apply for their graduate programmes. Internships and prizes are also offered from top firms, such as Ernst & Young.
Contact Us

Email: business.masters@tcd.ie
Phone: +353 (0)1 896 2493
www.tcd.ie/business

Twitter: TrinityBusinessSchool
Facebook: TCDBusiness

Rankings:

- Trinity Business School is the No. 1 business school in Ireland, in the Top 20 Business Schools in Europe and in the Top 40 Business Schools Globally (Eduniversal 2016)

- MSc Management ranked 3rd Best Masters in General Management in Western Europe *

- MSc Finance ranked 5th Best Masters in Corporate Finance in Western Europe *

- MSc International Management ranked 7th Best Masters in International Management in Western Europe *

* Eduniversal Masters Ranking 2015 - 2016