

Bachelor of Business in Retail Management Practice

Three Year Professional Practice Degree

Work based degree
Designed by retailers
50% funded
Only 16 class based days
per year
Just €1,500 per year

Dublin, city centre location



Developed by Retail Ireland Skillnet in collaboration with Letterkenny Institute of Technology

lyit

Institiúid Teicneolaíochta Leitir Ceanainn
Letterkenny Institute of Technology



Retail
Ireland
ibec

About the programme

If you are currently in a managerial role in retail or have aspirations in the future to be a retail manager, then this programme is for you. It has been designed by retail professionals in collaboration with Work Based Learning specialists from Letterkenny Institute of Technology (LYIT).

This is an extremely innovative work-based learning degree delivered on average two days per month – normally Tuesdays and Wednesdays between September and May (with **no** class during busy retail months such as December and January). Learners also receive significant recognition for learning achieved in the workplace.

Assignments are very practical and related to making improvements in the workplace. As you may be new to Higher Education, the first module on the programme is Learner Development where we introduce you to Higher Education and equip you with good study and learning skills. Additional online support is also provided.

The programme commenced in Dublin in 2012. Currently we have over 200 learners on the programme. We are now recruiting for September 2018 and there are only 60 places available. Early booking is recommended.

Key features

- **Designed by retailers for retailers**
- **50% funding available – learner only pays €1,500 per year (if more than one learner from same organisation then further discounts may be available)**
- **Delivered by experienced work-based learning lecturers from LYIT**
- **Highly respected subject matter experts from retail industry providing guest lectures**
- **Assessments linked to making improvements in the workplace**
- **Delivered on “Retail Friendly” dates (normally Tuesdays and Wednesdays – no classes December and January)**
- **Study skills and learning techniques provided**

Honours Degree

Upon successful completion of this programme, candidates have the opportunity to progress to Honours Degree.

For further information

please email us at, info@retailirelandskillnet.com
or phone 074 9176 853



Programme structure

The duration of this degree programme is three years part time (on average 16 days per year). The next commencement date is September 2018. Class commences at 10am and normally finishes before 4.30pm. All our lecturers are very experienced and extremely approachable.

We invite highly respected guest lecturers from industry to share their expertise and experiences for each module. Additional online support for each module is also available through our user friendly e-learning tool which is explained in the first module of the programme.

The programme includes the following modules:

	Semester 1	Semester 2	
Year 1	Learner Development & Study Skills (5) Principles of Marketing (10) Retail Information Technology (5)	Legal Issues in Retail (5) Communications (10) Retail Marketing (10)	Work Placement (30-15 credits per academic year)
Year 2	Human Resource Management (10) Business Organisation & Management (5) Economics (5)	Customer Care (5) Business Information Systems (5) Retail Management (10) Store Design, Atmospherics & Merchandising (5)	
Year 3	Financial Accounting in Retail (10) Buyer Behaviour (5) Operations Management (10)	Purchasing with Supply Chain Management (5) Entrepreneurship & Innovation (10) Work Based Project (20)	

Note: ECTS credits in brackets

Student of the Year, 2017

Yvonne Daly

Spar Store Manager and Mother of Four

“From the degree I generated a lot of ideas to bring back to improve our family business. For example, marketing, social media, signage and stock management are all areas that I have taken from the degree and tailored to help improve my business.”

“I would absolutely recommend the degree to employees in small stores as well as bigger organisations. Where bigger organisations may have extra support in place, smaller businesses need opportunities like this.”



Tiernan O' Connor

Current Degree Student, Woodies DIY

"I am finding the degree very interesting and honestly loving every minute of it. This course has definitely made me a better employee overall. Coming from someone who went to college and dropped out, I would recommend this non traditional route to anyone. The spacing between modules is perfect and gave me plenty of time to complete assignments, work full time and look after the children without feeling under pressure."

Application criteria

Suitable for employees at supervisory/management level. Applicants should have relevant retail experience (one year full-time or part-time equivalent) **AND** one of the following:

- A Grade D3 in ordinary level English, Mathematics and three other subjects of the Leaving Certificate Examination (or approved equivalent), **OR**
- Holders of a full QQI Level 5 Award, **OR**
- Those who have completed the LYIT Preparatory Studies for Higher Education Programme, **OR**
- Mature Students i.e. over 23.

Learners may be entitled to significant funding from Skillnets.

➤ **Application forms can be completed online at www.retailirelandskillnet.com**

Contacting us

Retail Ireland Skillnet

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