



GALWAY CULTURAL INSTITUTE

**YOUR
FUTURE
IS HERE**



You are most welcome to
Galway Cultural Institute,
one of Ireland's premier language schools,
based in one of the most exciting and
interesting coastal cities in the world.

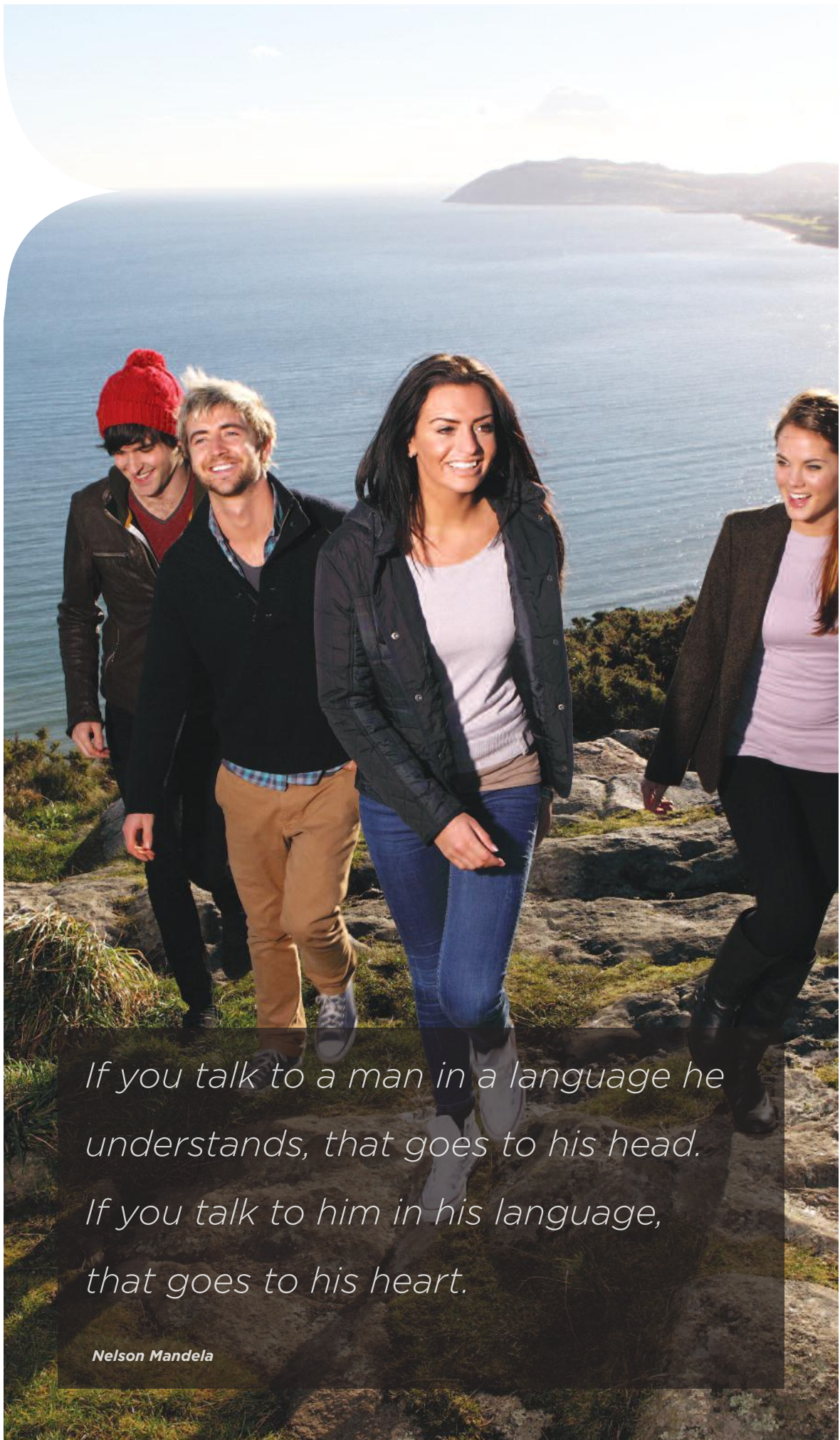




GALWAY CULTURAL INSTITUTE

**YOUR
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IS HERE**

Choose to study at **Galway Cultural Institute** and prepare for an unforgettable experience. This is a place you will call home, where you will make lifelong friends and achieve the results in English language fluency that you need for your future success.



If you talk to a man in a language he understands, that goes to his head. If you talk to him in his language, that goes to his heart.

Nelson Mandela

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Your Future is Here
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YOUR FUTURE IS HERE

YOUR FUTURE IS HERE



Since 1989, GCI has provided English language programmes to students from all over the world – in fact, we have welcomed people from more than 30 countries. Our facilities are excellent and our teachers are the best.

*Education is not
the filling of a pail,
but the lighting
of a fire.*

William Butler Yeats



So, whether you need English for study, work or simply for pleasure, we can offer a language course tailored to meet your specific needs. Our contemporary building is in a stunning location overlooking the Atlantic Ocean and Galway Bay.



OUR TOP-CLASS FACILITIES INCLUDE

- A stunning location overlooking the Atlantic Ocean
- 30 spacious classrooms with lots of natural light
- Latest Interactive Display Screens in every classroom
- Free 4G Wi-Fi and access to laptops and printing
- Bright open foyer and a large common room that can seat 120+ students
- Full library with access to virtual and conventional resources
- Café restaurant offering hot food and drinks
- Landscaped gardens and deck overlooking Salthill beach
- Commitment to environmentally friendly values (Green Week, LED Lights, Recycling)

WHY GALWAY CULTURAL INSTITUTE?

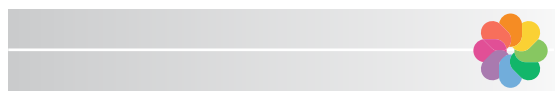
A full study pathway from language to foundation and degree programmes



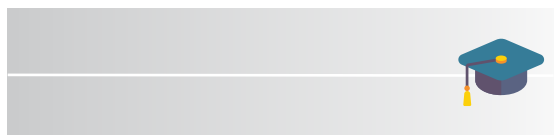
Expert staff with high levels of student support



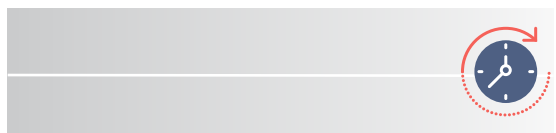
Record of excellent results and student progression



Technology enhanced classrooms with flexible e-learning tools



Cambridge Examination Testing Centre



Superb customer service and excellent student feedback



Social and cultural programme with opportunities for volunteering



Over 30 nationalities year round including Irish students



National and International accreditations: Irish Department of Education (QQI), ACELS, IALC, EAQUALS, Cambridge, IELTS



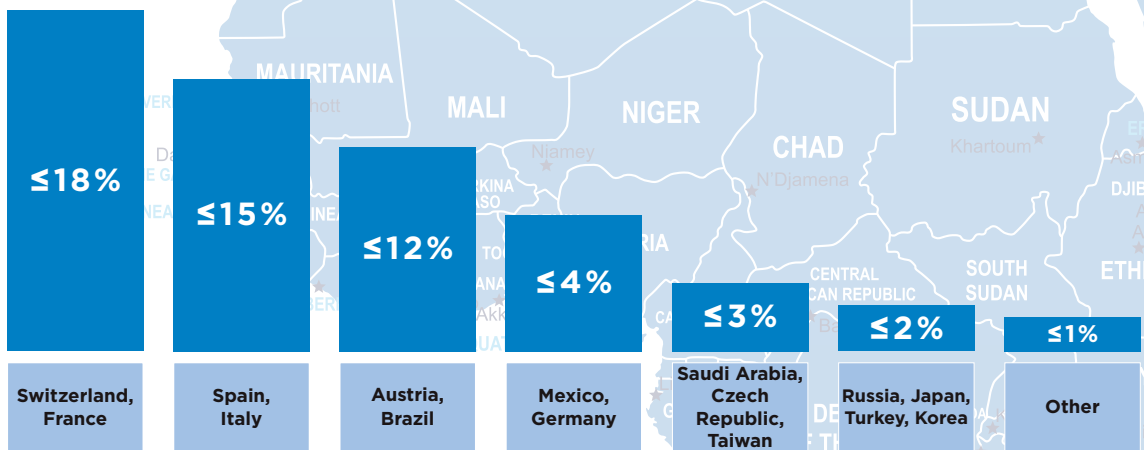
Access to the school from 8.00 to 21.30 and on Saturday mornings during low season

FROM THE WORLD TO IRELAND

language practice while having fun



GCI'S NATIONALITY MIX



Ireland offers a completely unique and unforgettable living and learning experience

warmth of the Irish welcome



The warmth of the Irish welcome is legendary and it extends into the pubs, clubs and restaurants where you will find chat and 'craic'. Culturally, Ireland offers a rich and respected history in literature, music and the arts. Think Seamus Heaney, James Joyce, Oscar Wilde, W.B. Yeats, U2, Kodaline...

For an island with a population of just 4.5 million, the Irish culture and way of life has travelled far and wide. You can read Beckett in Paris, watch 'Riverdance' in Beijing, even drink Guinness anywhere in the world.

This vibrant cultural tradition means that you will always have something fun and exciting to do during your stay and will ensure lots of opportunities for language practice.

The Irish accent has been voted the most desirable in the world above French, English, Spanish, American and Italian.

WHY GALWAY?



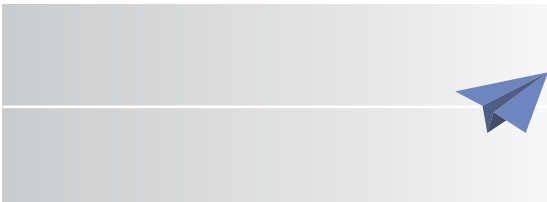
Founded in 1989, Galway Cultural Institute is located in Salthill in a contemporary and modern building. The location is stunning overlooking the Atlantic Ocean and just ten minutes' walk from the city centre. Our spacious campus provides students with high quality technologically advanced teaching and learning facilities.

Galway is an attractive study destination because of its top quality educational institutions, its location on the Wild Atlantic Way on the west coast of Ireland, its warm welcome and its hospitality.

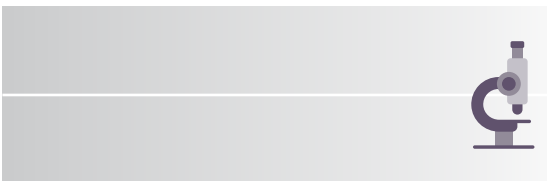
Its cultural heart, eco-friendly environment, enthusiasm for sports, as well as many festivals and events, attracts students, tourists and investment from all over the world.



Galway will be the European Capital of Culture in 2020 and has been known as the Cultural Heart of Ireland.



Galway was named one of the top eight “sexiest cities” in the world and it was ranked the 42nd best tourist destination in the world and 14th in Europe



Home to some of the World’s leading IT companies such as Cisco, Hewlett Packard, SAP, EA Games, Avaya etc.



Distinguished European City of Gastronomy in 2018, Galway is a ‘foodie’s’ paradise

cntraveller.com/gallery/galway-ireland



Population 100,000 with 25,000 students in two top-class universities



Galway is Ireland’s alternative city – a place that draws buskers and artists, dreamers and performers like a magnetic force according to Conde Nast Traveller Magazine.



Galway is Ireland’s leading medical device cluster with companies such as Boston Scientific, Medtronic, Creganna, Merit Medical, Novate, etc.



A culture capital with more than 30 festivals per year and an ideal location for the sports enthusiast



Voted World’s Friendliest city by US Travel & Leisure Magazine 2015

- 
- The Wild Atlantic Way
 - The Cliffs of Moher & the Burren
 - Connemara & Clifden
 - The Aran Islands
 - Inishbofin
 - Leenane & Westport

stunning landscapes & cultural gems

SERVICES CLOSE TO THE SCHOOL

Salthill, where the school is located, is one of the most sought after areas of Galway city. The school is 10-15 minutes' walk from the city centre.

Salthill has all the services you need on a daily basis. These include banks, post office, supermarkets, restaurants, coffee shops, bars, pharmacies, dry cleaners, medical centre, dental clinic, police station, taxi rank, bus stops, city bikes, promenade, beach, aquarium, gyms, swimming pools, diving tower, golf course, etc.



GETTING TO GALWAY IS EASY

The easiest way to get from Dublin or Shannon airports to Galway is by bus. It is cheap and efficient.

Buses from Dublin airport run every half hour almost all day. The journey lasts 2.5 - 3 hours and you get on the first stop (airport) and get off at the last stop (Galway Coach Station).

From **Shannon airport to Galway** you can take a bus with **www.buseireann.ie** (1.5 hours).

We can organise a Meet and Greet service or a private taxi transfer from all airports or from the bus station directly to your accommodation in Galway. **The choice is yours.**

GETTING AROUND GALWAY IS EASY

Galway is a small student city and walking is the preferred way to get from one place to another. It is cheap, safe and good for the mind and body.

It is easy to walk from the school to the city centre, or from your accommodation to school. You can also catch a bus which stops right outside the school. Many students hire bicycles for the duration of their time with us.



YOUR STAY

*There are no strangers in here;
only friends that have not yet met.*

William Butler Yeats

Choosing where you live is a key decision when planning your study abroad experience with GCI. Whether you wish to stay in a host family or in a residence, we have plenty of options for you to choose from. There is no doubt that you will have the time of your life in Galway and we are here to help you.

building friendships while learning

ACCOMMODATION

We understand the importance of feeling at home

We offer two principal accommodation options – residential and homestay. Hotels, B&Bs and private apartments can also be arranged on request.

RESIDENCES HOMESTAY

If you are looking for a little more independence, then choose from our residential accommodation options, available all year round.

Our residences are:

- Bright, modern, fully equipped apartments or houses
- All situated within 5 to 20 minutes' walk from the school
- Self-catering

They offer:

- Single or shared room options
- En-suite options
- Free internet access

Please note that there are meal plan options available at Ozone Coffee Company, if you do not want to cook every day.

Homestay is a great way to get to know people, the local culture and customs. It's the ideal solution for those who feel more comfortable living in a family environment.

Our homestay accommodations are:

- Friendly, welcoming and hospitable
- All situated within a 10 to 25 minute bus ride from the school
- Carefully selected by our accommodation officer

They offer:

- Breakfast and dinner every day, and full board at weekends
- Single room (year round) or shared room (summer only)
- En-suite options



GETTING OUT AND ABOUT

GCI's varied social programme takes advantage of all that is happening in the city and surroundings. We have close links with the business and artistic communities offering opportunities for volunteer experiences, particularly for long-stay students.

This means that, during your stay, you can enjoy world-renowned events such as the Galway Arts Festival, the Oyster Festival, and the Galway Races. As a GCI student, you can be more than just an observer – you can actively take part in many of these festivals. We have volunteer arrangements with a number of local festivals and we encourage our students to get involved and have fun.



*get involved & have some fun
in the cultural heart of Ireland*



SO, WHILE YOU'RE HERE, WHY NOT...

- ... Take a boat to the Aran Islands
- ... Hill-walk in Connemara
- ... Windsurf in Galway Bay
- ... Volunteer in the annual Macnas Parade
- ... Take in a Sunday morning jazz session
- ... Taste fresh oysters at the September Oyster Festival
- ... Attend school parties



OUR PROGRAMMES

GENERAL ENGLISH PROGRAMMES

- **General English 20** 20 lessons per week
- **General English 26** 26 lessons per week
- **General English 30** 30 lessons per week

STUDY ABROAD PROGRAMME

- **SAY 20** 20 lessons per week
- **SAY 26** 26 lessons per week
- **SAY 30** 30 lessons per week

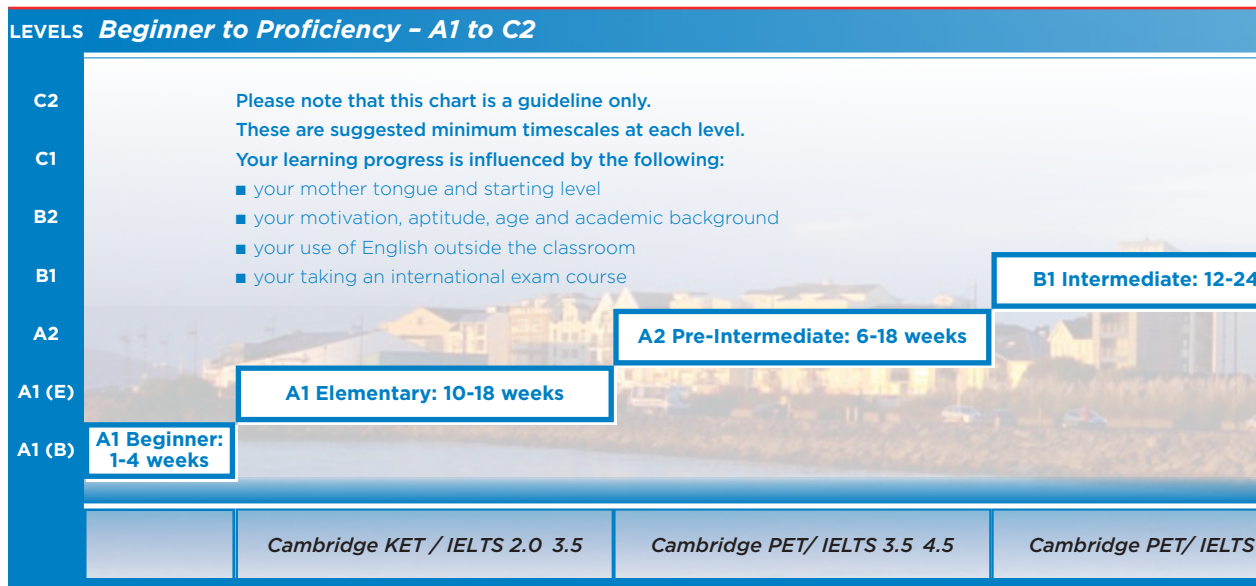
FOUNDATION / PRE- MASTERS PROGRAMMES

- **University Foundation Programme** 30 lessons per week
- **Pre-Masters Programme** 30 lessons per week

EXAMINATION PREPARATION PROGRAMMES

- **Cambridge Exams (FCE, CAE)** 20, 30 or 36 lessons per week
- **Cambridge Exams (PET)** 20 lessons per week
- **IELTS Exams** 20, 30 lessons per week

YOUR PATH TO PROFICIENCY



ENGLISH FOR BUSINESS AND PROFESSIONALS

- | | |
|------------------------------|-------------------------------|
| ■ Combination courses | 26 or 30 lessons per week |
| ■ One-to-one lessons | 20, 30 or 40 lessons per week |

SUMMER CERTIFICATES Include one free week of General English G20 lessons

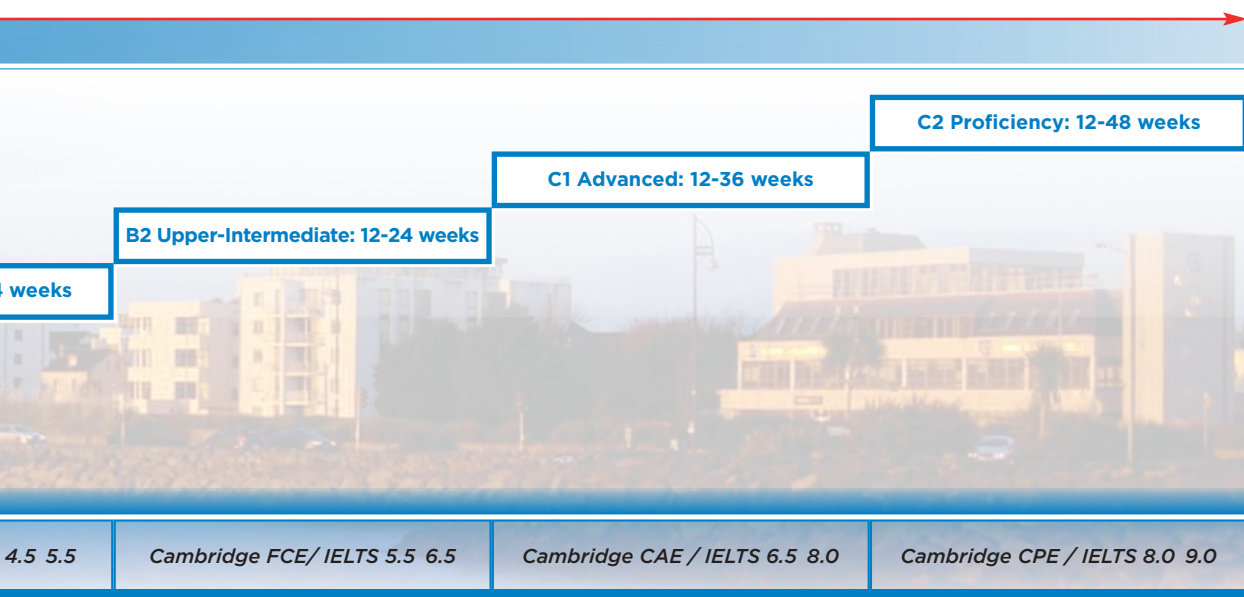
- | | |
|---|---------------------|
| ■ Certificate in Leadership & Management | 20 lessons per week |
| ■ Certificate in Marketing & Social Media | 20 lessons per week |
| ■ Certificate in Business & Entrepreneurship | 20 lessons per week |

TAILORED PROGRAMMES

- | | |
|-------------------------------------|---------------------------|
| ■ Teacher Training Programme | 30 lessons per week |
| ■ 50+ Programme | 20 lessons per week |
| ■ Short Stay Group Programme | 20 or 30 lessons per week |

Please note:

20 lessons are morning lessons. 26,30, 36 and 40 are morning and afternoon lessons. During the high season, classes operate on a double schedule, mornings and afternoons, and you will be given your schedule on your first day.





YOUR LEARNING

Start your pathway to future success with Galway Cultural Institute

BECOME FLUENT

Imagine being able to communicate freely and confidently in English. GCI can help you achieve real fluency and prepare you for a successful career or further study.

GET RESULTS

With your dedication and our expert help, you can progress from one level to the next in as little as six weeks. Our primary concern is to enhance your communication skills, so our programmes are skills-focused and involve intensive task-based learning so you can communicate effectively outside the classroom in the real world.

THE RIGHT COURSE FOR YOU

Think about what you want to study and more importantly what you want to achieve before you start. We can match you with the perfect study pathway for you.

Programmes are flexible and you can move from one to the other. You can move from a General English programme onto Examination or Foundation Programmes or you can supplement your programme with modules in business or with individual lessons. The choice is yours.

All courses conform to the Common European Framework of Reference (CEFR) which has standardised language level competence across the EU by outlining 'can-do statements' at each level.



KEY FACTS

- All lessons 45 minutes long
- Levels are from A1-C2, Beginner to Proficiency. Beginners must book a minimum of 30 lessons per week and for a maximum of four weeks
- A Placement Test is obligatory. It is an online test in grammar and vocabulary and must be completed at least two weeks before the course start date
- On your first day, you will have orientation, an oral interview and then be placed in your class
- We have a strict ENGLISH ONLY policy in the school and the school grounds
- GCI is a Cambridge exam testing centre.
- All courses are Monday to Friday, except Bank Holidays, and classes start at 9.00 during the low season and 8.30 during the high season
- We have an emergency number 24/7
- All courses start any Monday except Exam Preparation, Foundation, Pre-Masters, 50+, Teacher Training and Summer Certificates
- During the high season, classes operate on a double schedule, mornings and afternoons and you will be allocated your schedule on the first day
- Minimum Age is 17 during low season and 16 during high season
- Class sizes are 12 in low season and 14 in high season
- Exam Preparation, Teacher Training, 50+, Foundation and Pre-Masters are max 14 all year round
- Insurance is obligatory for non-EEA students and it must be issued by a body regulated by Irish authorities

GENERAL ENGLISH PROGRAMMES

YOUR FUTURE STARTS HERE

With three different flexible options, you can start your learning journey as soon as you need to. You can choose to have morning classes (G20) only or morning and afternoon classes (G26, G30). In high season, you also have the option of afternoon courses at discounted prices (G20S, G26S or G30S). The choice is yours.

All these courses are affordable options for students wishing to improve and gain English language fluency so that you get the result you need.



- Minimum Age: 17 in low season, 16 in high season
- Class size: max. 12 in low season & 14 in high season
- Levels: A1 (Beginner) – C2 (Proficiency)
- Suitable for everyone wishing to learn English



- Improve your core communication language skills whether for work, study or pleasure
- Enjoy a technology enhanced environment that helps you become a better learner



- Courses start any Monday except bank holidays, when they start on Tuesday
- Course length: 2+ weeks



- GCI Certificate

Maya Angelou

A bird doesn't sing because it has an answer, it sings because it has a song.



STUDY ABROAD PROGRAMME

Take advantage of a long-stay study abroad programme aimed at students taking a year out to master their English language skills. This is a General English Programme SAY20, SAY26 and SAY30 for students from outside the EEA who wish to develop their skills and fluency in English and enjoy a unique experience of living, studying and working in Galway. There are a number of regulations attached to non-EEA students travelling to Ireland to study. Please see www.inis.gov.ie



- Minimum Age: 18
- Class size: max. 12 in low season & 14 in high season
- Levels: A1 (Beginner) - C2 (Proficiency)
- Designed for non-EEA students who wish to study & have the opportunity to work part-time
- In summer, classes are scheduled in the afternoon ONLY



- Improve your core language skills for study, work and your future
- Develop skills for independent and further learning
- Enjoy a technology enhanced environment that helps you become a better learner



- Courses start any Monday except bank holidays, when they start on Tuesday
- Course length: 25 weeks tuition + 8 weeks holidays
- Sitting an international examination & medical insurance is obligatory
- Holidays must be booked prior to arrival



- GCI Certificate

FOUNDATION PROGRAMMES

OUR VISION, YOUR FUTURE

University Foundation Programme

At the end of the programme students will be able to communicate effectively, write critically, analyse coherently and research thoroughly across a range of modules and topics. They will be confident expressing opinions and be able to do a presentation that shows a fundamental grasp of the material while being engaging.



- Academic English including IELTS exam preparation
- Attendance at four modules at year one university level in GBS
- Entry Levels: IELTS 5.0+



- Attain required University admission standards in English language – 6.5+IELTS
- Demonstrate effective communication skills in Academic English
- Progression onto GBS programmes or onto other universities and colleges



- Courses start September & January
- Course length: 36 weeks over 2 semesters



- GCI Certificate
- IELTS examination certificate
- GBS Programme Certificate, with single subject certificates for the subject-specific modules



Our university Foundation Programmes are designed to prepare you for independent academic study at an English speaking university at undergraduate or post-graduate level.

Both courses focus on mastering your English language skills and on your ability to communicate in an environment that emphasises the importance of academic writing and thinking.

Pre-Masters Programme

Our programme ensures your mastery of English language communication and higher education skills and it prepares you for independent study and success at post-graduate level. This is an academically challenging programme, designed for international students who wish to achieve high grades in their chosen field of study at Master's level.



- Academic English including IELTS exam preparation
- Attendance at four modules at degree university level in GBS
- Entry Levels: IELTS 5.5+
- Progression onto a Master's Programme in Ireland



- Attain required University entrance at Master's level
- Demonstrate effective communication skills in Academic English
- Prepares you to successfully study at post graduate level and ensures that you are able to complete the dissertation of your choice



- Courses start September & January
- Course length: 36 weeks over 2 semesters



- GCI Certificate
- IELTS examination certificate
- GBS Programme Certificate, with single subject certificates for the subject-specific modules



EXAMINATION PREPARATION PROGRAMMES*

LEARN TODAY - ACHIEVE TOMORROW

CAMBRIDGE EXAM PREPARATION

PET - Cambridge Preliminary (B1 level) shows that you understand the basics of English language and you can use it in a wide variety of everyday situations related to work, school, leisure etc.

FCE - Cambridge First (B2 level) is widely accepted by employers and universities as proof that your English level is high enough to live, work and study in an English speaking environment.

CAE - Cambridge Advanced (C1 level) is accepted by over 6,000 educational institutions, businesses and government departments worldwide as proof that your level of English is high enough to study at postgraduate level or work in a managerial position.



- Class size: max. 14 all year round
- Minimum Age: 17 during low season, 16 during high season
- Suitable for everyone wishing to gain an internationally recognised certificate



- Cambridge exam courses have fixed starting dates
- Prepare for FCE or CAE exams with a choice of 20, 30 & 36 lessons programmes which are 12, 9, 6 and 4 weeks in length respectively
- PET exam preparation are 20 lesson courses



- Benchmark your level to international standards and gain global mobility
- Increase your chances of employment and academic success
- Regular practice tests prepare you for the exam and build your familiarity with the exam format
- GCI is a Cambridge Testing Centre



- GCI Certificate.
- Cambridge Certificate will be sent to you by GCI about 12 weeks after the exam

International exams are essential when it comes to learning English. They give you a goal to aim for and are crucial for future employment or for further education in English. We are specialists in guiding you through the right programmes for the right exam. Your study time is optimised and your career prospects enhanced while doing these examination courses.

IELTS EXAM PREPARATION

IELTS (A1-C2) – International English Language Testing System is the most widely used Academic English language assessment tool for acceptance into higher level education and global migration in English speaking countries. There is no pass or fail in IELTS as you are graded on a scale from 1 – 9 on each part of the exam.

Linguaskill is a test developed by Cambridge Assessment English which assesses your Reading and Listening level. The entire test takes between 60-85 minutes and it is adaptive, so it can be taken by students at any level from A1-C1. Students receive their results on the same day as the test, which means you can instantly see if you have achieved your goals. If you would like get a quick and accurate idea of your English language ability, you may want to take a Linguaskill Reading and Listening exam at Galway Cultural Institute!



- Class size: max. 14 all year round
- Minimum Age: 17 during low season, 16 during high season
- Suitable for everyone wishing to gain internationally recognised certificate



- IELTS exam courses have fixed starting dates
- Prepare for IELTS exams with 20, 30 lessons six and nine week programmes



- Benchmark your level to international standards and gain global mobility
- Increase your chances of academic and employment success
- Regular practice tests
- Achieve scores from 6.0 to 8.0



- GCI Certificate
- IELTS Certificate provided by Cambridge directly to you

✿ *Sitting the exam is an obligatory part of all exam courses*

ENGLISH FOR BUSINESS AND PROFESSIONALS

LANGUAGE SKILLS FOR TOMORROW'S WORLD

In the world of international business, excellent English language skills have become the key to global communication. As a busy professional you are looking to improve your language skills to give you a competitive advantage. You need specific results... and you need them now. We offer four unique courses for you.

Combination Courses are a great solution for students who want to make maximum progress in a limited time. Focus on your specific needs and also improve your General English skills. These programmes combine Intensive General English 20 group lessons (max 12 or 14) in the morning with six or ten one-to-one lessons in the afternoons where you can choose what you learn.

One-to-One Lessons offer you the undivided personalised attention of your expert teacher for 20, 30 or 40 lessons per week. We identify the areas you need and work with you on your individual language goals.



- Class size: max. 12 in low season and 14 in high season in General English groups
- A1 to C2 level
- One-to-One lessons



- Progress your language & professional skills
- Develop your confidence and ability using English in a work environment
- Practice key language structures and enhance your proficiency
- Exceed your personal and career goals



- Start any Monday (except Bank Holidays)
- Course length: 2+ weeks except for One-to-One programmes



- GCI Certificate

SUMMER CERTIFICATES



Enhance your career with one of our short certificate programmes which are ideal for applicants with unique learning needs in a specialist area. They are also for those who are not in a position to commit to a full time certificate programme but wish to equip themselves with dynamic and work based transferable skills.

Certificate in Leadership & Management

Team Building
Decision Making
Motivation &
Communication

Certificate in Marketing & Social Media

Customer Relations
Social Media Strategy
Development of an
online business

Certificate in Business & Entrepreneurship

Business Planning
Negotiation Skills
Market Research



- Suitable for business students & entrepreneurs
- 20 lessons of bespoke business English classes with 3 hours of independent study
- Class size: max. 16
- Minimum Age: 18 - B1 Level
- 1 free week of General English (G20) lessons



- Galway Business School Certificate



- Courses delivered in a three week block in July and August
- Course length: 2 - 3 weeks
- Opportunity to combine with English language programmes in the mornings



- Gain relevant industry sector knowledge
- Explore a more creative pathway into a business career
- Improve business communication skills

TAILORED PROGRAMMES

ENERGISE YOUR CAREER

Take advantage of our tailored programmes specially designed to help participants refresh and polish their language skills by combining intensive tuition with an active social agenda.

50+ Programme

- 20 lessons of General English in closed groups, aged 50+ from May to September
- Relearn or refresh your English language with a social and cultural experience
- Combine with an activity programme tailored to your interests
- Mixed ability class with students from Pre-Intermediate (A2) to Upper-Intermediate (B2)
- Course length is two weeks
- GCI Certificate

Teacher Training Programme

- 30 lesson programmes for qualified or trainee teachers
- Practical use of new technologies in language learning
- Focus on materials development, assessment and micro teaching
- Examine Irish culture and its uses in the classroom
- Offer specific Primary, Secondary and CLIL options for closed groups
- One or Two weeks Programme



SHORT STAY GROUP PROGRAMME

These tailored made courses are specifically designed to suit the interests and needs of 12-18 year old students, who choose to travel for one or two weeks during the school year to study English and to experience life in Galway at its best.

Typical programmes include the following but they can be tailored to meet specific needs.



- Specifically designed for 12-18 year olds, max. 15 per class
- 20 or 30 lessons in closed groups - from B1 to C2 Levels
- Morning or afternoon classes or a combination of both
- Host family accommodation Full Board - 2 / 3 students per family
- One free leader per 15 students host family accommodation



- Dynamic focus on language skills for effective communication
- Delivers a balance between tuition and a fun-filled activity programme
- Galway is a safe city that is easily accessible from Dublin, Shannon or Knock
- Three free afternoon activities included in the standard programme
- 24 hour emergency contact



- Courses from Sept to May
- Course length: 1-2 weeks



- GCI Certificate

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
Arrival at GCI Met on arrival by GCI Representative Allocation to host families	Class	Class	Class	Class	Class	Full day excursion to Cliffs of Moher
	Break	Break	Break	Break	Break	
	Class	Class	Class	Class	Class/Certificate	
	Lunch	Lunch	Lunch	Lunch	Lunch	
	Walking tour	Treasure Hunt	Film Club	Galway Museum	Shopping	
Departure from Galway Cultural Institute						

GALWAY BUSINESS SCHOOL

MORE THAN JUST A LANGUAGE COURSE

Access to an internationally focused education is a necessity for our students if they are to remain competitive in the global marketplace. Our mission is to transform all our students. Transformation requires curiosity, courage and commitment, qualities that we seek to develop in you.



GALWAY BUSINESS SCHOOL CAN PROVIDE YOU WITH ADDITIONAL OPPORTUNITIES TO FIND SUCCESS IN YOUR CAREER BY OFFERING:

- Academic programmes to engage your mind and stimulate your understanding
- Leadership in action by nurturing innovation and creativity
- An ideal, student-centred environment with small classes & personalised learning
- An expert faculty of specialist business leaders and thinkers
- Company visits to national and international companies

CERTIFICATE PROGRAMMES



QAI AWARD

YOUR SUCCESS STARTS HERE



ONE SEMESTER

These courses are ideal for applicants with a specific need or interest in a specialist area who wish to enhance their career and life skills.

Programmes run for one semester (18 weeks in winter, 8 + blended weeks in summer) and are at the equivalent of Level 6 of the Higher Education Awards Standard (Year 1 & 2 university). Participants are certified by QQI.

CERTIFICATE PROGRAMME TITLE	MODULE CONTENT
<p>Certificate in Business & Entrepreneurship</p>	<ul style="list-style-type: none"> ■ Entrepreneurship ■ Contemporary Business Management
<p>Certificate in Business Communications</p>	<ul style="list-style-type: none"> ■ Introduction to Marketing ■ Business Communications
<p>Certificate in Sales & Marketing</p>	<ul style="list-style-type: none"> ■ Introduction to Marketing ■ Sales Management ■ Business Communications
<p>Certificate in Marketing Management</p>	<ul style="list-style-type: none"> ■ Marketing Management ■ Digital Marketing ■ International Marketing

BACHELOR OF BUSINESS

YOUR FUTURE STARTS HERE

THREE ACADEMIC YEARS - LEVEL 7

The Bachelor of Business (Level 7) is awarded by Galway Business School, on behalf of Quality and Qualifications Ireland (QQI). This programme is designed to give you a clearly structured, yet innovative business education which provides you with a solid foundation for success in your future career.

PROGRAMME CONTENT

Year 1

- Computer Applications
- Introduction to Business & Management
- Principles of Economics
- Quantitative Methods
- Introduction to Marketing
- Introduction to Accounting
- Business Communications

Year 2

- Consumer Behaviour
- Business Information Systems
- Contemporary Global Management
- Entrepreneurship
OR Digital Marketing
- Marketing Research
- Business Law
- Financial Accounting
- Change Management
OR Sales Management

Year 3

- Marketing Management
- Project & Service Management
OR International Marketing
- Strategic Management
- Financial Management
- Human Resource Management
- Business Research Project

AWARD

Bachelor of Business Level 7



BACHELOR OF BUSINESS HONOURS WITH INTERNATIONAL BUSINESS

LEADERSHIP IN ACTION

ONE ACADEMIC ADD-ON YEAR - LEVEL 8

Our Add-On Bachelor of Business Honours with International Business programme allows you to upgrade your qualifications. You will update your skills and knowledge and you can upgrade your level 7 qualifications, or equivalent, to an honours level 8 degree in one year.

PROGRAMME CONTENT

- Global Strategy
- Contemporary International Issues
- Innovation and New Enterprise Development
- Strategic Information Systems
- Personal and Professional Skills Development
- Strategic Marketing
- International Financial Management

AWARD

Bachelor of Business Honours
with International Business Level 8



QAI AWARD

SHORT STUDY ABROAD TRIP

Short Study Abroad Trip (obligatory) adding practical, experiential and an international aspect to this programme, the study abroad trip will include a series of lectures and company visits in an international setting.



GCI/GBS DIRECTORS



Mr David Niland **CEO**
*Honorary Consul for Mexico in
Galway & the West of Ireland*



Ms Celestine Rowland **President**
*Former President IALC (International
Association of Language Centres) 2014-2017*

We pride ourselves on our customer service.

So, if you have any other questions or queries that are not answered in this brochure, please do not hesitate to contact us, either via email at info@gci.ie or telephone **+353 91 863 100**.

We're always happy to help.

ACCREDITATIONS



Cambridge Assessment
English

Authorised Exam Centre



MEMBER ORGANISATIONS



FUNDING/TESTING AGENCY RECOGNITION



GBS ACCREDITATION



QQI AWARD

*Education is the most powerful weapon
which you can use to change the world.*

Nelson Mandela



Galway Cultural Institute

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