

**ATHLONE INSTITUTE OF TECHNOLOGY  
BUSINESS SCHOOL**

<b>ELECTIVES FORM</b>	<b>2011/2012</b>
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**NAME:** \_\_\_\_\_

**STUDENT NUMBER:** \_\_\_\_\_

**COURSE :** Bachelor of Business (Honours) – ab initio      **CODE :** AL\_BSTUD\_B

**YEAR :** Year 4

<b>MANDATORY</b>
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**Semester 1:** Strategic Analysis, Systems and Project Management, Financial Management A

**Semester 2:** Strategic Implementation, Financial Management B, Strategic Marketing

<p><b>ELECTIVES</b> (PLEASE CHOOSE <b>2</b> ELECTIVES (<b>20 CREDITS</b>) FROM THE LIST BELOW, <b>ONE</b> FROM SEMESTER 1 AND <b>ONE</b> FROM SEMESTER 2)</p> <p style="text-align: right;">Please tick</p>
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<b>Semester 1 Electives:</b>			<b>CREDITS</b>	
49606	COMM H4003	Integrated Marketing Communications	10	
49607	ACCT H4005	Management Accounting and Decision Making	10	
49610	SYS H4008	Enterprise Database Systems	10	
<b>Semester 2 Electives:</b>				
49392	FIN H4006	Financial Markets	10	
49389	MGMT H4031	Customer Relationship Management	10	
65252	MGMT H4040	Managing People and Organisational Change	10	
49393	FREN H4012	Business French 4	10	
49395	SPAN H4011	Business Spanish 4	10	

**SIGNATURE** \_\_\_\_\_

**DATE** \_\_\_\_\_