

School Response to the Programme Validation Report

Panel Visit: Wednesday, 7 September 2016

Named Award:	Bachelor of Business Studies
Programme Title(s):	Bachelor of Business Studies (Honours) (Part-time)
Exit Award(s):	Bachelor of Business Studies (Part-time)(exit award) Higher Certificate in Business Studies (Part-time)(exit award)
Award Type:	Honours Bachelor Degree Ordinary Bachelor Degree (exit award) Higher Certificate (exit award)
Award Class:	Major
NFQ Level:	8 (7,6)
ECTS / ACCS Credits:	240 (180, 120)
First Intake:	September/October 2016

Panel Members

Dr. Joseph Ryan	Chair	Registrar, Athlone Institute of Technology
Dr. Lynsey McKitterick-Quinn	External Academic	Lecturer, Dept. of Marketing, Entrepreneurship & Strategy, University of Ulster
Mr. Gerard O'Donovan	External Academic	Head of Faculty of Business and Humanities, Cork Institute of Technology
Ms. Karen McDermott	External Practitioner / Industry Expert	Sales & Marketing Manager, Matthews Coach Hire - Matthews Tours
Dr Breda Brennan	Secretary	Assistant Registrar, Dundalk Institute of Technology (DkIT)

Programme Development Team

Prof. Colette Henry, Acting Head of School of Business & Humanities
Mr. Colin Cooney & Ms. Fiona Oster, Acting Programme Directors
Mr. Anton Barrett, Head of Lifelong Learning
Mr. Gerry Gallagher, CELT – Moodle Support & VLE Advisor
Ms. Angela Short, CELT – Moodle Support & VLE Advisor

Mr. Brian Boyd	Dr. Bernadette Brereton
Ms. Margaret Leddy	Ms. Annmarie McHugh
Ms. Maeve McCardle	Ms. Aoife Watters
Mr. Seamus Rispin	Ms. Louisa Goss
Ms. Angela Hamouda	Mr. Pat Fitzgerald
Ms. Mairead McKiernan	Ms. Anne Kierans
Mr. John Sisk	Mr. David Coggans

1 Introduction

This report contains a response from the Department of Business Studies in the School of Business & Humanities, DkIT, to the programme validation panel report for the proposed programme: Bachelor of Business Studies (Honours) (Part-time), with the following exit awards:

- Bachelor of Business Studies (Part-time) (Exit Award)
- Higher Certificate in Business Studies (Part-time) (Exit Award)

Programme-level Findings

4.6 Standards and Outcomes

Condition(s):

- The programme schedules and learning outcomes (at the appropriate NQF level) of the two exit awards are to be provided in Akari Document format.

Response:

- These have now been constructed separately in Akari format, and are attached to this report (2 pdf documents)

Recommendation(s):

None

4.9 Assessment Strategies

Condition(s):

- None.

Recommendation(s):

- The programme team should reconsider the approach to assessment in this programme and thought should be given to reducing the assessment load. The use of integrated assessments should be considered in this regard.
- The assessment schedule and matrix provided at the panel review should be incorporated into the main programme document.

Response:

- Given that the first intake on this programme is likely to be Sept 2017, the Programme Team has agreed to meet during this semester to review module workload and explore opportunities for integrated assessment to ensure overall assessment workload is reduced prior to programme delivery.
 - The Assessment Matrix and Continuous Assessment (CA) Schedule are now included in the main programme document in Appendix V.
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4.12 Module-Level Findings

Condition(s):

- None.

Recommendation(s):

- The module descriptors should be reviewed to improve the level of consistency. For example in some modules the content section needs to be more detailed.
- The weightings on the assessment of individual module learning outcomes should be reviewed. In some cases there are multiple assessments of a single learning outcome (e.g. *Digital Marketing*).
- The following modules should be reviewed to ensure that all learning outcomes are assessed in each case:
 - *Management Studies*
 - *Quantitative Techniques*
 - *Communication Skills*
 - *Creativity for Innovation and Entrepreneurship*
 - *Doing Business in New and Emerging Markets*

Response:

- A workshop on 'Writing Module Descriptors for Akari' was held in the School for the Programme Team in December. Following this, Module Descriptors were reviewed and amended to provide consistency. The content sections of some modules were expanded to provide more detail. Module descriptors will be reviewed again at the first Programme Board Meeting to ensure continued consistency.
 - The assessment of modules was reviewed, paying specific attention to weightings. Where multiple assessments of the same learning outcome occurred, these were reduced/corrected. Specific attention was paid to the module *Digital Marketing*.
 - The modules: *Management Studies, Quantitative Techniques, Communication Skills, Creativity for Innovation and Entrepreneurship and Doing Business in New and Emerging Markets* were reviewed to ensure all learning outcomes were assessed.
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4.13 Assessment Strategies

Condition(s):

- None.

Recommendation(s):

- The programme team should consider including some integrated assessments

Response:

- As per 4.9 above, opportunities for integrated assessment will be reviewed during a Programme Team meeting this semester (prior to programme delivery), and revisited at the first Programme Board meeting, following commencement of the programme.
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4.14 Other Findings

Condition(s)

- None.

Recommendation(s):

- There should be more visibility regarding the total student workload for the programme.
- The team should consider including some foundation level IT skills in the programme.
- The emphasis placed on student induction and preparation for the programme is commended and should be developed further.

Response:

- The table within the main programme document regarding student workload has been revised to provide more visibility with regard to student workload. (See the revised table on page 41, and revised Table 10 on pages 44 through to 46).
- The Programme Team has decided to incorporate some foundation level IT skills within the Induction module. Details of this will be discussed at the Programme Team meeting this semester, prior to programme delivery.
- The Programme Team appreciate the Panel's positive comment with regard to Induction, and will continue to review and further develop this aspect following the first Programme Board meeting.

On behalf of the Programme Team, the School of Business & Humanities would like to thank the Panel Members for their valuable and constructive feedback. We look forward to offering this new programme.

I confirm that all changes (where appropriate) have been made in the programme managements system (Akari document).

School Response Report Approved by:

Signed:



Professor Colette Henry – Head of School of Business & Humanities

Date: 25th January 2017

I confirm that the conditions and/or recommendations contained in the validation panel report have now been met and recommend this programme to Academic Council at Dundalk Institute of Technology for ratification.

Signed:



Dr. Joseph Ryan – Chair, Programme Validation Panel

Date: