



Report of the Panel of Assessors

Faculty/Department: Business

Date: May 19

Title of the Programme:

- ***MSc in Business Management (Level 9, 90 ECTS) with Embedded Major Award: Postgraduate Diploma in Business Management Level 9 – 60 ECTS Credits***
- ***Cert in Entrepreneurial Innovation Practice (Level 7, 10 ECTS)***

Chairperson: Dr Eoin Langan (TUD)

Members of the Panel:

- Dr Chris McLaughlin, Department of Global Bus & Enterprise, UU
- Dr Rosin Lyons Dept of Management & Marketing, UL
- Annette Houston, Managing Director of FM Services Group
- Thomas Mayfield Research Masters Student, ATU

Secretary: Dr Simon Stephens (ATU)

LYIT Staff: Michael Margey, Patricia Doherty, Dr Isobel Cunningham, Dr Vicky O'Rourke, Dr Sarah Diffley, Aisling Bonner, James Kearns. Kathleen McGettigan, Eugenia Moran and Paul O'Sullivan

Criteria for the Approval of a New Programme

1. The Programme Aims and Objectives are clear and consistent with the Award sought.
2. The Programme concept, implementation strategy are well informed and soundly based.
3. The Programme's Access, Transfer and Progression arrangements are satisfactory.
4. The Programme's written curriculum is well structured and fit for purpose.
5. There are sufficient qualified and capable programme staff.
6. There are sufficient physical resources to implement the programme as planned.
7. The learning environment is consistent with the needs of the programme learners.
8. There are sound Teaching, Learning and Assessment Strategies.
9. Learners enrolled on the Programme will be well informed, guided and cared for.

For the attention of Academic Council

The Panel approve both programmes.

Academic Council, ATU and the Faculty/Department should take cognisance of following:

Commendations

The panel commend ATU Donegal and the programme team for:

1. Their constructive engagement with the panel during the review.
2. Their energy and support for local industry needs.
3. The novel and innovative design of the Research Methods module to focus on 10 key questions.
4. The additional in-person and virtual supports provide outside of standard delivery.

Noted with thanks.

Recommendations

Response to Panel Report from the Department of Business Studies

1. Revise PLO 3 the MLOs to ensure that they are all at Level 9 (i.e Management Strategy MLO5 and Marketing Management MLO 2, 3, 4).
MLOs have been revised where necessary to ensure they are at Level 9. PLO3 is aligned to the Level 9 award standard for Science.
2. Provide additional details on how the “Induction” process will be customised to the needs to the target learner.
Details of the specific induction programme for international students have now been included as has an overview of the Faculty of Business Masters Induction Programme.
3. Provide additional details on how preparation for the Dissertation will be customised to the needs to the target learner (this may include the addition of a workshop day).
The Research Methods module acts as a key input to the Work Based Learning Research Project and Dissertation. Further preparation for the Work Based Learning Research Project and Dissertation will be provided to learners through two workshops (one per module). This will address and revisit key aspects of approaching the Work Based Learning Research Project/Dissertation, revisiting ethics, assessment, writing for your Project/Dissertation and available support services (added to p64 of programme document).
4. Revise MLOs and content, as appropriate, to include “Sustainability” across relevant modules.
Changes made to Management Strategy, Bus Innovation & Enterprise and Accounting Information for Managers modules.

5. Revise MLOs and content, as appropriate, to include “*Employability*” across relevant modules.
Changes made to Management Strategy and Supply Chain Operations modules.
6. Consider the inclusion of “*Design Thinking*” and “Social Enterprise” in the Bus Innovation & Enterprise module. Remove reference to FinTech.
Complete.
7. Review the overall programme assessment load to ensure that learners are not over assessed through summative assessments.
Reviewed. A piece of assessment has been removed from the Supply Chain Operations module.
8. As appropriate adjust the Assessment load so that each MLO is only assessed once.
Noted.
9. Adapt the module resource lists to include digital content i.e. podcasts.
Complete. Digital content added to Management Strategy, Marketing Management, Supply Chain Operations, Business Innov & Enterprise and Accounting Information for Managers modules.
10. Revise the MLOs and content of the “*Research Methods*” module to make explicit the “*academic writing*” content and the role of ATU support services.
As this is a (validated) shared module, MLOs have not been changed however the indicative content has been revised to include reference to academic writing content, and services such as studiosity have been added under the resource section.
11. Revise the MLOs and content of the “*People and Organisations*” module to make explicit the “*reflective practice*” and “*emotional intelligence*” content.
MLO 3 has been revised to include emotional intelligence and reflective practice. The module content and indicative assessment have been revised to make reflective practice and emotional intelligence more explicit.
12. Revise the overall assessment strategy to make explicit the potential for students to be supported to achieve additional microcredentials and/or industry certification.

Complete. Management Strategy assessment updated to include an external case study competition where possible. Marketing Management has been updated on page 63 to read “The Marketing Management module will provide learners with a foundation in marketing management. The learners will be introduced to the key elements of marketing strategy in an applied manner. With the ever increasing relevance on digital business learners will also be supported with digital marketing planning. Learners will also be encouraged and supported to

achieve additional certification such as the Google Digital Garage Fundamentals of Digital Marketing and the completion of courses in the Google Analytics Academy.”

Conditions

N/A

PROPOSED PROGRAMME SCHEDULE(S) please attach final schedule to bottom of the report.

Semester	Module Title	Subject status	ECTS		Hours							Allocation of marks (%)		
			Level	Number	Lecture	Tutorial	Lab/Studio/ Practical	Online	Directed Learning	Independent Learning	Total	Coursework	Final Exam	Total
SEMESTER 1														
9	Management Strategy	M	9	10	48	-	-	-	24	178	250	100	-	100
9	Business Innovation & Enterprise	M	9	10	48	-	-	-	24	178	250	100	-	100
9	Accounting Information for Managers	M	9	5	24	-	-	-	12	89	125	30	70	100
9	Research Methods	M	9	5	24	-	-	-	12	89	125	100	-	100
SEMESTER 2														
10	Supply Chain Operations	M	9	10	48	-	-	-	24	178	250	100	-	100
10	People and Organisations	M	9	10	48	-	-	-	24	178	250	50	50	100
10	Marketing Management	M	9	10	48	-	-	-	24	178	250	100	-	100
10	Dissertation	E	9	30	Meetings				738	750	100	-	100	
10	Work Based Learning Research Project	E	9	30	Meetings				738	750	100	-	100	

New Programme Validation Report Approved by:

 Dr Eoin Langan
 Chair to Panel
 (Dean, Faculty of Business, TU Dublin)

Date 10/6/2022

 Dr Billy Bennett
 (VP for Academic Affairs and Registrar, ATU Donegal)

Date 10/6/2022