



Date of Meeting: 10th May 2011

<b>Named Award:</b>	Honours Degree in Business
<b>Programme Title:</b>	Bachelor of Business (Honours) in Business Administration
<b>Award Type:</b>	Honours Degree
<b>Award Class:</b>	Major
<b>NFQ Level:</b>	Level 8
<b>Intakes Commencing:</b>	Proposed: September 2011
<b>ECTS/ACCS Credits:</b>	60

## PANEL MEMBERS

Name
Mr. Tom Fennell, Formerly Dublin Institute of Technology - Chair
Ms. Elaine Duncan, Insight Insurance Brokers Ltd
Ms. Kay Fitzgerald, Head of School of Business & Humanities, Institute of Technology, Tralee
Mr. Pat Keogh, Call Management Ltd.
Mr. Ed Riordan, Deputy Registrar and Head of Academic Quality, CIT
Dr. Áine Ní Shé, Module Moderator, CIT

## PROPOSING TEAM MEMBERS

Name
Mr. Damien Courtney, Head of Faculty of Business & Humanities
Mr. Gerard O'Donovan, Head of School of Business, CIT
Ms. Caroline O'Reilly, Head of Dept. Accounting & Information Systems, CIT
Mr. Don Crowley, Head of Dept. Continuing Education, CIT
Ms. Denise McSweeney, Dept. of Accounting & Information Systems, CIT
Ms. Ruth Vance, Dept. of Accounting & Information Systems, CIT
Mr. Finbarr Sheehan, Course Co-ordinator, Dept. of Accounting & Information Systems, CIT [ <i>apology noted</i> ]

## BACKGROUND TO THE PROPOSED PROGRAMME

This is a proposed one-year add-on Level 8 degree designed to follow the existing Level 7 Degree in Business Administration. Such an award would be in line with Institute policy regarding progression opportunities, and the proposers presented considerable evidence of learner and industry demand.

# FINDINGS OF THE PANEL

## 1. General Findings

*NOTE: In this report, the term “Requirement” is used to indicate an action or amendment which in the view of the Panel **must** be undertaken prior to commencement of the Programme. The term “Recommendation” indicates an item to which the Institute/Academic Council/Course Board should give serious consideration for implementation at an early stage and which should be the subject of on-going monitoring.*

The Panel commends the programme team on the documentation provided and for the informative discussion during the validation meeting.

**Recommendation:** A table or diagram illustrating the stage-by-stage development of the main strands of learning in the programme would be a helpful addition to the standard CIT documentation requirements.

## 2. Validation Criteria

The Panel has considered the documentation provided and has discussed the programme with the proposers. The panel has concluded that the programme meets the required standards in the Business field of study at Level 8 of the National Framework.

The proposed Programme Outcomes as presented to the Panel are attached as Appendix 1.

The Semester Schedules as proposed are in Appendix 2.

With regard to the CIT Validation Criteria:

### 2.1 Is there a convincing need for the programme with a viable level of applications?

**YES.** The Panel agrees with the justification put forward by the proposers. The high percentage of students wishing to progress from the level 7 programme to level 8 warrants the demand for this programme. The supporting evidence from potential employers is also significant. The panel is impressed with the evident “can-do” practicality in a business context of the current level 7 graduates, a characteristic which should be continued in the level 8 programme. It is noted that employment trends are still moderately positive for potential graduates. It is a positive that all students on the level 7 programme are being successfully placed in Work Placement. The panel commends the success of the department in this regard.

### 2.2 Are the level and type of the proposed award appropriate?

**YES.**

**Recommendation:** A part-time offering of this programme should be actively progressed.

### 2.3 Is the learning experience of an appropriate level, standard and quality?

**YES.**

**Requirement:** The programme does not appear to have a stated Educational Aim, as required by the QA system and web tool. This should be developed immediately.

**Recommendation:** The Programme Outcomes (corresponding to the broad NFQ categories of knowledge, skill and competence) should be revised so as to show a clearer step up from the existing level 7 degree. There should be an emphasis in the programme outcomes on advanced topics such as strategic thinking, societal impacts, and the management of communications media.

### 2.4 Is the programme structure logical and well designed (including procedures for access, transfer and progression)?

**YES.** It is noted that the level 7 degree was redesigned in the 2010 programmatic review in anticipation of the new level 8 proposal.

**Recommendation:** Level 7 Students should be made aware of the application of the general Institute policy that a 50% pass mark is required for progression from level 7 to level 8.

**Requirement:** None

#### **2.5 Are the programme management structures adequate?**

**YES.**

**Requirement:** None

#### **2.6 Are the resource requirements reasonable?**

**YES:** The Panel was assured that the Institute was committed to supporting the programme with the necessary resources, as reflected in the documentation supplied and the feasibility study.

**Recommendation:** None

**Requirement:** None

#### **2.7 Will the impact of the programme on the Institute be positive?**

**YES:** The area of study is clearly located in a major faculty of CIT, and the proposed programme will top out a coherent level 6-7-8 suite.

**Recommendation:** Consider part-time provision in the near future.

**Requirement:** None

### **3. Programme Structure**

The Panel notes that the programme is an add-on to the level 7 structure which has already been the subject of external peer evaluation at an earlier QA stage and also at Programmatic Review in 2010.

### **4. Specific Modules**

The Panel notes that most modules on the proposed programme are pre-approved modules derived from related programmes in the CIT modular system. The Panel was also informed that the new draft modules have been the subject of internal and external scrutiny by the CIT Module Moderator and external reviewers.

The panel further noted that many of the modules in the proposed programme are shared across other courses in the School of Business. This in itself will ensure a degree of cross-moderation of standards.

In exercising its brief to consider the overall standard and appropriateness of modules, the Panel wishes to add the following observations:

The Panel commended the proposers on the significant amount of work undertaken to develop the modules.

**Requirement:** Workload descriptions should be included in each case in the module descriptors, except where the context is absolutely clear. Even there, the web tool should not default to the term: "Lecture – no description".

**Recommendation:** Several modules incorporate group projects. There is a need to extract reliable individual student marks from the work produced by the group. In discussion, the panel was satisfied that the course team are aware of this issue. It is recommended that the team keep well abreast of group assessment methodologies, and that they would also confer with Institute of Technology, Tralee on this matter. (Ms. Kay Fitzgerald of the Panel has kindly agreed to facilitate this).

**Recommendation:** There should be more consistency across modules in the use of Journal references.

**Recommendation:** Where a module is failed and the reassessment is by way of resubmitted coursework, the coursework in question should be delivered in a live Presentation where feasible.

**Recommendation:** Where a module involves a shared assessment, the "other" module should be listed as a co-requisite.

**Business Analysis and Reporting:** Change assessment wording to 'Cross Modular Group Project'. Increase *individual* student contribution to the mark. Emphasise the intuitive aspects in the content description.

**Financial and Shared Services:** Include module description. Correct several typos and some American spellings. Include journals in reading material list.

**MMED8014:** While this is an approved module, the Panel does not believe that the learning outcomes are at Level 8. It is understood that this module is currently being modified.

**Digital Marketing:** Review and upgrade outcomes at Level 8. Include a pre-requisite.

**Integrated Project:** Amend workload description to "Lecture and Group Activity".

**Strategic CRM:** The in-class examination should be at semester end.

## 5. Conclusions

The Panel recommends to Academic Council that the programme be validated, subject to implementation of the requirements above, and with due regard to the recommendations made.

## Appendix 1 – Proposed Programme Outcomes

### Programme Outcomes

On successful completion of this programme the learner will be able to :

<b>PO1</b>	<b>Knowledge - Breadth</b>	In-depth knowledge of the theory, principles, processes and techniques pertaining to the development, support and maintenance of a business administration environment and meet appropriate industry standards and regulations.
<b>PO2</b>	<b>Knowledge - Kind</b>	Detailed knowledge of and ability to critique current theory and practices in the field of Business Administration and the ability to integrate theory with practical skills.
<b>PO3</b>	<b>Skill - Range</b>	The ability to analyse Business Administration problems and opportunities from various domains, design appropriate solutions and implement the solution to agreed standards.
<b>PO4</b>	<b>Skill - Selectivity</b>	The ability to act as a team leader and member, analyse problems and apply creativity in designing and implementing solutions in a Business Administration environment.
<b>PO5</b>	<b>Competence - Context</b>	The ability to apply Business Administration theories across a broad range of business environments and to critically formulate and evaluate relevant options and solutions in a variety of Business Administration contexts.
<b>PO6</b>	<b>Competence - Role</b>	The ability to work ethically and professionally as an individual or within a team with a capacity for leadership exercising responsibility and good judgement.
<b>PO7</b>	<b>Competence - Learning to Learn</b>	The ability to identify and address requirements for continuing professional development and learning at a personal and professional level in recognition of the transience of applied skills, be open to change and willing to engage with new developments and practices within Business Administration.
<b>PO8</b>	<b>Competence - Insight</b>	The ability to articulate the wider social, political and business contexts within which the Business Administration professional operates and the need for high ethical and professional standards in one's work and in particular towards stakeholders and society at large.

## Appendix 2

### Semester Schedules

#### Semester 1

Mandatory									
Mod Code	Module Title	Co-ordinator	Level	Credits	FT Hours Contact Hours	PT Hours Contact Hours	Course Work	Final Exam	
No Code Yet	Business Analysis & Reporting (Draft)	DON CROWLEY	Advanced	5.0	3.00	0.00	100.0%	0%	
No Code Yet	Financial & Shared Services (Draft)	DON CROWLEY	Advanced	5.0	3.00	0.00	50.0%	50%	
MMED8014	Multimedia Design (Approved)	DON CROWLEY	Advanced	5.0	3.00	0.00	100.0%	0%	
MGMT8017	Strategic Business Management (Approved)	DON CROWLEY	Advanced	5.0	3.00	0.00	30.0%	70%	
Elective									
Mod Code	Module Title	Co-ordinator	Level	Credits	FT Hours Contact Hours	PT Hours Contact Hours	Course Work	Final Exam	
MGMT8006	Entrepreneurship (Approved)	CAROLINE O REILLY	Advanced	5.0	3.00	0.00	100.0%	0%	
MRKT7003	Services Marketing (Approved)	BRIAN MC GRATH	Intermediate	5.0	3.00	0.00	30.0%	70%	
MGMT7062	Supply Chain Management 1 (Approved)	BRIAN MC GRATH	Intermediate	5.0	3.00	0.00	40.0%	60%	
FREE6001	Free Choice Module (Approved)	PAUL GALLAGHER	N/A	5.0	4.00	0.00	50.0%	50%	

#### Semester 2

Mandatory									
Mod Code	Module Title	Co-ordinator	Level	Credits	FT Hours Contact Hours	PT Hours Contact Hours	Course Work	Final Exam	
No Code Yet	Digital Marketing (Draft)	DON CROWLEY	Advanced	5.0	3.00	0.00	100.0%	0%	
No Code Yet	Strategic CRM (Draft)	DON CROWLEY	Advanced	5.0	3.00	0.00	100.0%	0%	
No Code Yet	Integrated Project (Draft)	DON CROWLEY	Advanced	5.0	3.00	0.00	100.0%	0%	
MGMT8016	Strategic Business & IS Mgmt (Approved)	DON CROWLEY	Advanced	5.0	3.00	0.00	30.0%	70%	
Elective									
Mod Code	Module Title	Co-ordinator	Level	Credits	FT Hours Contact Hours	PT Hours Contact Hours	Course Work	Final Exam	
MGMT8007	New Venture Planning (Approved)	CAROLINE O REILLY	Advanced	5.0	3.00	0.00	100.0%	0%	
MRKT7016	Event Management (Approved)	BRIAN MC GRATH	Intermediate	5.0	4.00	0.00	100.0%	0%	
MGMT7065	Supply Chain Management 2 (Approved)	BRIAN MC GRATH	Intermediate	5.0	3.00	0.00	40.0%	60%	
FREE6001	Free Choice Module (Approved)	PAUL GALLAGHER	N/A	5.0	4.00	0.00	50.0%	50%	