



Date of Meeting: 28th May 2015

Named Award: Master of Science
Programme Title: Master of Science in International Business
Award Type: Master of Science
Award Class: Major Award
NFQ Level: 9
Intakes Commencing: September 2015
ECTS/ACCS Credits: 90

PANEL MEMBERS

Name
Dr Hugh McGlynn, Head of School of Science & Informatics, Cork Institute of Technology
Dr Noel Harvey, Senior Lecturer, Department of Business Studies, Galway-Mayo Institute of Technology
Dr Kate Uí Ghallachoir, Head of School of Marketing, Dublin Institute of Technology
Mr Eoin Haberlin, Global Director, Business Intelligence Competency Centre, EMC
Mr Richard Crotty, Crotty & Company Consultancy Services, Cork
Dr Catherine Frehill, Module Moderator, Office of Registrar & Vice-President for Academic Affairs, CIT

IN ATTENDANCE

Name / Function / Institution
Ms Louise Byrne, School of Business

PROPOSING TEAM MEMBERS

Name
Dr Pio Fenton, Head, Department of Marketing and International Business
Mr Gerald O'Donovan, Head, Faculty of Business & Humanities
Mr Brian McGrath, Head, School of Business
Ms Michele McManus, Lecturer, Department of Marketing and International Business
Mr Conor Kelleher, Lecturer, Department of Marketing and International Business
Ms Catherine Murphy, Lecturer, Department of Accounting & Information Systems
Mr Noel Murray, Lecturer, Department of Marketing and International Business
Ms Anne Crowley, Lecturer, Department of Organisation & Professional Development
Mr John Lynch, Lecturer, Department of Accounting & Information Systems
Ms Antoinette Hogan, Lecturer, Department of Management and Enterprise
Ms Colette Murphy, Lecturer, Department of Marketing and International Business



Ms Nollaig O’Sullivan, Lecturer, Department of Management and Enterprise
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Ms Aisling Conway, Lecturer, Department of Management and Enterprise
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Ms Lisa Murphy, , Lecturer, Department of Management and Enterprise

BACKGROUND TO THE PROPOSED PROGRAMME

The proposal seeks validation for a one year Master of Science in International Business. In developing this new level 9 masters programme the School of Business and the Department of Marketing and International Business is creating a new CIT offering where students will develop skills, competencies and knowledge in international business. Through detailed research and report analysis the Department has identified that business development and related activities within businesses are often hampered by the inability of those most knowledgeable with regard to a product or service to strategize, promote and sell those products or services due to a lack of exposure to that skill and knowledge base. The Department has identified there is a need to develop sales and marketing skills in non-business students and the Master of Science in International Business has been developed to meet the demand for industry ready graduates with skills in international business.

This proposal supports and underpins the Institution’s strategic plan in a number of ways and this Masters programme responds to the strategic requirement of the Institute to further develop its role as a provider of continuing professional development opportunities, by adding to, and extending, the portfolio of programmes available to students. The target cohort for this Level 9 programme is graduates of non-business degree qualifications with a targeted intake to include international students.

FINDINGS OF THE PANEL

*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 ongoing monitoring.*

The Panel would like to **commend** the programme development team for the quality of the proposal. The enthusiasm of the proposers for the programme was clearly evident on the day of the validation panel itself.

The Panel has considered the documentation provided and has discussed the programme with the proposers. Based on this, the Panel has arrived at a number of Findings, Requirements and Recommendations as follows.

1. Programme-Level Findings

1.1 NEED FOR THE PROGRAMME

Validation Criterion: Is there a convincing need for the programme with a viable level of applications?

Overall Finding: Yes

1.1.1 Recommendation: The panel recommends that part-time and ACCS modes of delivery be considered by the proposers. This could facilitate flexibility in the in the future for student applications who are in employment.

1.2 AWARD

Validation Criterion: Are the level and type of the proposed award appropriate?

Overall Finding: Yes. The panel makes certain recommendations in relation to the proposal to offer a postgraduate diploma as an exit strategy.

1.2.1 The programme designation as a Master of Science International Business is appropriate. The panel considered the option, outlined by proposers, to the offer the award of Postgraduate Diploma as an exit strategy should participants in the programme not be in a position to complete the third semester which includes the thesis element. The validation panel recommends that a short programme document for the Post Graduate Diploma option, with appropriately amended and relevant programme outcomes, be prepared. The validation panel support this development in principle and suggest that the resulting programme documentation should be reviewed by an internal panel as it is not necessary to reconvene the external panel given that all elements of the Post Graduate Diploma will be drawn from the reviewed Master’s documentation.

1.3 LEARNING EXPERIENCE

Validation Criterion: Is the learning experience of an appropriate level, standard and quality overall?

Overall Finding: Yes

1.4 PROGRAMME STRUCTURE

Validation Criterion: Is the programme structure logical and well designed (including procedures for access, transfer and progression)?

Overall Finding: Yes, subject to certain Requirements and Recommendations

The Programme Outcomes as proposed to the panel on 28th May 2015 are in Appendix 1. The Semester Schedules as proposed to the panel on 28th May 2015 are in Appendix 2. The revised semester schedules as proposed and for approval are in Appendix 3.

1.4.1 Requirement: The panel requires the redesign and restructuring of semester three, to combine the two 10 credit modules, Best Practice Investigation and Business Research & Analysis modules and develop a new 20 credit integrated/industry related project module. The new project module should demonstrate application of theory and practice using industry standard technology.

1.4.2 Recommendation: The Panel recommends that the Free Choice module should be included in the elective list in semester 2 given the number of advanced and expert level modules available within the School and Institute.

1.5 PROGRAMME MANAGEMENT

Validation Criterion: Are the programme management structures adequate?

Overall Finding: Yes.

1.6 RESOURCE REQUIREMENTS

Validation Criterion: Are the resource requirements reasonable?

Overall Finding: Yes, subject to one Recommendation.

1.6.1 Recommendation: The panel recommends that a dedicated facility for students of this programme be considered within the business faculty.

1.7 IMPACT ON THE INSTITUTE

Validation Criterion: Will the impact of the programme on the Institute be positive?

Overall Finding: Yes

2. Module-Level Findings

The Panel notes that 16 modules on the proposed programme as presented to the panel on May 28th are new modules.

In exercising its brief to consider the overall standard and appropriateness of modules, the Panel wishes to add the following findings, requirements and recommendations.

2.1 ALL MODULES

2.1.1 Requirement: Any revisions to Module Descriptors or Semester Schedules made to address the recommendations and requirements in this require sign-off from the CIT Module Moderator and the Registrar's Office prior to approval by the CIT Academic Council.

2.1.2 Requirement: The appropriate reassessment requirement should be selected for each module.

2.1.3 Requirement: Reading lists including journals and texts should be expanded and updated to ensure currency of content.

2.1.4 Recommendation: The learning outcomes and indicative content should be reviewed to ensure the modules are at an appropriate level. As the modules have been developed for non-business students an introductory section should be listed in the indicative content for each module.

2.1.5 Recommendation: All modules should be reviewed and where appropriate the assessment should be by Continuous Assessment with feedback to students throughout to reduce over-reliance on terminal examinations and to help reduce the volume of assessment in some modules. Where suitable role-play should be utilised as a learning experience.

2.1.6 Recommendation: The amount of group work and contributions to the overall marks across all modules should be reviewed. The team should review (i) the volume of assessment that is group based, (ii) the learning outcomes associated with group-based assessments, and (iii) the percentage of the total award that is achieved through group-based work with a view to ensuring that students are neither advantaged nor disadvantaged by group work on the programme.

2.1.7 Recommendation: The importance of cultural awareness, international culture and ethics with a focus on practical experiences e.g. role play should be incorporated across modules where appropriate.

2.2. Modules

2.2.1 International Selling and Business Development

Recommendation: In addition to Salesforce alternate business intelligence and analytics software e.g. Tableau or other current industry software should be included.

2.2.2 International Business Field Trip

Recommendation: The indicative content of the module should be reviewed to expand the indicative content. The panel noted the module descriptor did not fully describe the complete learning experience of the business field trip. The proposers should review the learning outcomes for this module.

Recommendation: The proposers will need to be cognisant that there may be additional visa requirements required for international students.

2.2.3 Seminar Series (International)

Recommendation: A detailed brief should be provided to invited speakers to ensure constructive alignment of the module learning outcomes, speaker's topics and assessment. Thus enabling application of experience of the speakers directly to module and programme outcomes. The proposers should consider developing a theme which would run throughout the series.

2.2.4 Best Practice Investigation and Business Research & Analysis

Requirement: Replace these two 10 credit modules with a 20 credit industry related project module.

3. Other Findings

At the validation meeting the panel were very supportive of the programme due to the constructive engagement during the panel sessions. The panel supported and encouraged further development of the programme in line with discussions, requirements and recommendations made by the panel.

The panel wishes to commend the staff and management on their energy, teamwork and enthusiasm and dedication in putting together the programme proposal.

4. Conclusion

Based on the above findings, the Panel has arrived at the following Conclusions:

- The Programme meets the required standards for an award in the Science field of study at Level 9 of the National Framework of Qualifications.
- The Programme meets the criteria for validation of a new programme adopted by the Academic Council of Cork Institute of Technology.

The Panel therefore recommends that the Programme be validated for five academic years, or until the next programmatic review, whichever is soonest, subject to implementation of the Requirements above, and with due regard to the Recommendations made.

Programme Outcomes

Upon successful completion of this programme the graduate will be able to demonstrate... :

PO1	Knowledge - Breadth
	(a) demonstrate broad understanding of significant features of business relating to internationalization of commercial organisations.
PO2	Knowledge - Kind
	(a) explore, evaluate and analyse critical perspectives on the international business environment.
PO3	Skill - Range
	(a) applicability of skills across marketing, business development, technological engagement, strategy and other key business practices.
PO4	Skill - Selectivity
	(a) analyse and evaluate complex, multi-faced problems drawn from the international business environment.
PO5	Competence - Context
	(a) apply concepts and knowledge from an evolving and complicated global context building upon their own extant knowledge.
PO6	Competence - Role
	(a) act constructively in a variety of structures to complete tasks while fulfilling various roles.
PO7	Competence - Learning to Learn
	(a) their autonomy to control their own personal development through inquiry, reflection and investigation.
PO8	Competence - Insight
	(a) synthesize their knowledge, skills and attributes in a manner that ensures a rounded perspective on the global business environment.

Appendix 2 – Proposed Semester Schedules

Stage 1 / Semester 1

Mandatory								
Mod Code	Module Title	Co-ordinator	Level	Credits	FT Contact Hours	PT Contact Hours	Course Work	End of Module Formal Examination
No Code Yet	Strategic Thinking (Draft)	Pio Fenton	Expert	5.0	2.00	2.00	100.0	0.0
No Code Yet	Global Marketing Management (Draft)	Pio Fenton	Expert	5.0	2.00	2.00	40.0	60.0
No Code Yet	International Selling and Busi (Draft)		Expert	10.0	3.00	3.00	100.0	0.0
No Code Yet	Innovation Management & Creativity (Draft)	Pio Fenton	Expert	5.0	2.00	2.00	50.0	50.0
No Code Yet	Financial Management for Inter (Draft)	Pio Fenton	Expert	5.0	2.00	2.00	50.0	50.0

Stage 1 / Semester 2

Mandatory								
Mod Code	Module Title	Co-ordinator	Level	Credits	FT Contact Hours	PT Contact Hours	Course Work	End of Module Formal Examination
No Code Yet	International Bus Field Trip (Draft)	Pio Fenton	Expert	5.0	2.00	2.00	100.0	0.0
No Code Yet	Seminar Series (International) (Draft)	Pio Fenton	Expert	5.0	2.00	2.00	100.0	0.0
No Code Yet	Sustainable Marketing Practice (Draft)	Pio Fenton	Expert	5.0	2.00	2.00	40.0	60.0
No Code Yet	Economics of Global Markets (Draft)	Pio Fenton	Expert	5.0	2.00	2.00	40.0	60.0
Elective								
Mod Code	Module Title	Co-ordinator	Level	Credits	FT Contact Hours	PT Contact Hours	Course Work	End of Module Formal Examination
No Code Yet	Digital Environment (Draft)	Pio Fenton	Expert	5.0	3.00	3.00	100.0	0.0
MGMT9025	People Management Strategies f (Draft)	Pio Fenton	Expert	5.0	2.00	2.00	40.0	60.0
No Code Yet	Tech Mgt in Global Business (Draft)	Pio Fenton	Expert	5.0	2.00	2.00	50.0	50.0
No Code Yet	Customer Experience Design (Draft)	Pio Fenton	Expert	5.0	2.00	2.00	100.0	0.0

Stage 1 / Semester 3

Mandatory								
Mod Code	Module Title	Co-ordinator	Level	Credits	FT Contact Hours	PT Contact Hours	Course Work	End of Module Formal Examination
No Code Yet	Business Environment Simulatio (Draft)	Pio Fenton	Expert	10.0	3.00	3.00	100.0	0.0
No Code Yet	Best Practice Investigation (Draft)	Pio Fenton	Expert	10.0	3.00	3.00	100.0	0.0
No Code Yet	Business Research & Analysis (Draft)	Pio Fenton	Expert	10.0	3.00	3.00	100.0	0.0

Appendix 3 Revised Semester Schedules

Stage 1 / Semester 1

Mandatory								
Mod Code	Module Title	Co-ordinator	Level	Credits	FT Contact Hours	PT Contact Hours	Course Work	End of Module Formal Examination
MGMT9034	Strategic Thinking (Approved)	Pio Fenton	Expert	5.0	2.00	2.00	100.0	0.0
MRKT9010	Global Marketing Management (Approved)	Pio Fenton	Expert	5.0	2.00	2.00	40.0	60.0
MRKT9011	International Selling & Business Development (Approved)	Pio Fenton	Expert	10.0	4.00	4.00	100.0	0.0
MGMT9035	Innovation Management & Creativity (Approved)	Pio Fenton	Expert	5.0	2.00	2.00	50.0	50.0
ACCT9001	Financial Management & Systems (Approved)	Pio Fenton	Expert	5.0	2.00	2.00	50.0	50.0

Stage 1 / Semester 2

Mandatory								
Mod Code	Module Title	Co-ordinator	Level	Credits	FT Contact Hours	PT Contact Hours	Course Work	End of Module Formal Examination
PLAC9017	International Bus Field Trip (Approved)	Pio Fenton	Expert	5.0	2.60	2.60	100.0	0.0
MRKT9012	Sustainable Marketing Practice (Approved)	Pio Fenton	Expert	5.0	2.00	2.00	40.0	60.0
MGMT9036	Seminar Series (International) (Approved)	Pio Fenton	Expert	5.0	2.00	2.00	100.0	0.0
ECON9001	Economics of Global Markets (Approved)	Pio Fenton	Expert	5.0	2.00	2.00	50.0	50.0

Elective								
Mod Code	Module Title	Co-ordinator	Level	Credits	FT Contact Hours	PT Contact Hours	Course Work	End of Module Formal Examination
MRKT9015	Customer Experience Design (Approved)	Pio Fenton	Expert	5.0	2.00	2.00	100.0	0.0
MGMT9037	Tech Mgt in Global Business (Approved)	Pio Fenton	Expert	5.0	2.00	2.00	50.0	50.0
MRKT9014	People Management Strategies (Approved)	Pio Fenton	Expert	5.0	2.00	2.00	40.0	60.0
MRKT9013	Digital Environment (Approved)	Pio Fenton	Expert	5.0	3.00	3.00	100.0	0.0

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Stage 1 / Semester 3

Mandatory								
Mod Code	Module Title	Co-ordinator	Level	Credits	FT Contact Hours	PT Contact Hours	Course Work	End of Module Formal Examination
MGMT9038	Business Environment Simulation (Approved)	Pio Fenton	Expert	10.0	3.00	3.00	100.0	0.0
MRKT9016	Applied Consultancy Project (Approved)	Pio Fenton	Expert	20.0	3.50	3.50	100.0	0.0