Report of Validation Panel

Date of Meeting: 3rd June 2014

Named Award: Bachelor of Business Studies (Honours)

Programme Title: International Business with Language

Award Type: Bachelor of Business Studies (Honours)

Award Class: Major Award

NFQ Level: 8

Intakes Commencing: September 2014

ECTS/ACCS Credits: 240

PANEL MEMBERS

Name / Function / Institution
Dr Patricia Moriarty, Head, School of Business & Humanities, Dundalk Institute of Technology (Chair)
Ms Naoimh O' Reilly, Lecturer in Marketing, Dublin City University Business School, Chair of Bachelor of Business Studies-International
Mr Brian Kelly, Regional Marketing Manager, Northern Europe at Logitech
Mr Eoin Haberlin, Global Director, Business Intelligence Competency Centre, EMC
Dr Catherine Frehill, Module Moderator, Office of the Registrar and Vice President for Academic Affairs, CIT

IN ATTENDANCE

Name / Function / Institution
Dr Stephen Cassidy, Dean, Office of the Registrar and Vice President for Academic Affairs, CIT

PROPOSING TEAM MEMBERS

Name / Function / Department
Mr Ger O'Donovan, Head, School of Business
Dr Pio Fenton, Head, Department of Marketing and International Business
Ms Michele McManus, Lecturer, Department of Marketing and International Business
Ms Michelle Collins, Lecturer, Department of Management and Enterprise
Ms Sheree Borge, Lecturer, Department of Marketing and International Business
Ms Charlotte McCoy, Lecturer, Department of Marketing and International Business
Ms Clare O'Riordan, Lecturer, Department of Marketing and International Business
Ms Antoinette Hogan, Lecturer, Department of Management and Enterprise
Ms Aoife Hackett, Lecturer, Department of Management and Enterprise
Ms Aisling Conway, Lecturer, Department of Management and Enterprise
Dr Ana Cruz Garcia, Lecturer, Department of Marketing and International Business
Ms Josephine O'Halloran, Lecturer, Department of Marketing and International Business

BACKGROUND TO THE PROPOSED PROGRAMME

International Business involves a wide variety of business activities from exporting products and services, operating a facility in a foreign country or managing multicultural workforces within Ireland. Recent National and International reports have hightlighted the increasing demand for graduates with an international outlook in the business world.

The proposal seeks validation for a four year Bachelor of Business Studies (Honours) in International Business with Language. In developing this new level 8 ab-initio degree programme the School of Business and the Department of Marketing and International Business is creating a new CIT CAO offering where students will develop skills, competencies and knowledge in business studies with a strong international emphasis and learners will specialise in a language, French, German or Spanish. Non-CAO and overseas students where English is not the first language will be offered an English Language elective in each semester.

In the design of the programme the proposers have included an International Buisiness Field Trip module in semester four where students will be immersed in a non-Irish culture for a period. This module has been modelled on an Intensive Programme currently offered to Business Studies students within the School.

In semester six of the programme students will be placed on work placement or study abroad for the semester. The primary aim of the placement is to enhance language learning opportunities for the learners. The proposers with the support of the School have commenced the establishment of links and relationships to facilitate learner placement.

Detailed consultation took place with relevant academic and enterprise partners to discuss programme design and development including areas of specialisation, demand for graduates and the title of the programme.

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 new modules specific to the programme and their links to industry and partner universities. The enthuasiam 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

1.2   AWARD

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

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 3rd June 2014 are in Appendix 1.   The revised programme outcomes as proposed and for approval are in Appendix 3. The Semester Schedules as proposed to the panel on 3rd June 2014 are in Appendix 2. The revised semester schedules as proposed and for approval are in Appendix 4.

1.4.1 **Requirement:** The panel is concerned about the level of international business cultural awareness. While there will be a focus on cultural awareness within the language modules and new business modules the panel agreed that the scope of the cultural awareness of the learners should be expanded by the introduction of a Mandatory module: International Business Culture. This module should take place before the Work Placement/Study module.

1.4.2 **Requirement:** The proposers must reconsider the mandatory and elective modules in the final stage of the programme. The panel are concerned that graduates of the programme may exit with no exposure to MGMT7005 E-Commerce Management or MRKT8003 New Technologies for Marketers. The panel requires that one of these modules is mandatory on the programme.

1.4.3 **Requirement:** The programmes outcomes should be further developed and expanded.

1.4.4 **Requirement:** Due to the nature of the programme, transfer and progression pathways for the students at the end of each stage of the programme must be mapped out and identified.

1.4.5 **Recommendation:** The Panel considers that the programme entry requirements need to be reconsidered and the expected level of fluency of the graduate should be revised. The proposed entry requirement for French, German and Spanish are proposed as a minimum Pass at Higher Level and a minimum B Grade at Ordinary Level. Graduates are expected to graduate with a high degree of fluency comparable to CEFR level C1+. Given the number of credits studied and the proposed entry the panel is concerned that the CEFR level of C1+ will not be attainable.

1.5   PROGRAMME MANAGEMENT

Validation Criterion: Are the programme management structures adequate?

Overall Finding: Yes, subject to one Requirement.

1.5.1 Requirement : The detail of the academic management of the Work Placement Module needs to be completed. Concerns were expressed regarding the pastoral care which may be required while learners are abroad.

1.6   RESOURCE REQUIREMENTS

Validation Criterion: Are the resource requirements reasonable?
Overall Finding: Yes, subject to one Requirement.

1.6.1 **Requirement:** Expand on the resources which are available and any additional resources which may be required for arrangement and supervision of the placement.

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 43 modules on the proposed programme as presented to the panel on June 3rd are pre-approved modules which may be delivered across several CIT programmes. In the revised submission, 42 modules are pre-approved modules.

The panel was informed that there are 25 new modules on the programme.

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 Requirement: The learning outcomes and indicative content should be reviewed to ensure the modules are at an appropriate level.

2.1.5 Requirement: All new 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.

2.2. Language Modules

2.2.1 Requirement: The titles and levels of the modules should be reviewed. The modules should be retitled to reflect the overall content of the modules and not focus on any particular region(e.g. Hispanic Studies should replace specific metions of Mexico/ Argentina). Where appropriate the titles of the modules for the three languages should be of a similar nature (e.g. . French for Living & Working in France / Spanish in the workplace/ Advanced German might be titled French/ Spanish/ German in the Workplace).

2.2.2 Requirement: The learning outcomes of the modules should be reviewed to ensure appropriate active verbs are used in all outcomes.

2.3. Modules:

2.3.1 MGMT6030: Management 1

Requirement: The coursework breakdown should be completed by including the coursework breakdown.

2.3.2 International Communications & Negotiation

Requirement: The learning outcomes should be reviewed. The Coursework breakdown description should be expanded to describe the assessments.

2.3.3 Business Law

Requirement: The scope of the module which includes an international dimension should be formally stated in the module descriptor, learning outcomes and assessment methods.

2.3.4 MRKT7012 Financial Information Analysis

Recommendation: Students should be encouraged to increases their IT and BIS skill set.

2.3.5 MRKT7008: Marketing Research 2

Recommendation: Learning outcome no 4 which references SPSS and the associated assessment should be adjusted to be generic in nature as software such as lumera or Excel are now often in use in lieu of SPSS.

2.3.6 Introduction to Economics

Requirement: The title of the module should be reviewed as the level is Intermediate. The description and type of the coursework breakdown should be clarified.

2.3.7 International Workshop

Requirement: The Indicative Content should be expanded. The assessment timings should be throughout the semester.

2.3.8 MGMT8032 Business Intelligence

Requirement: The feasibility of the cross modular project needs to be reviewed with the Module Coordinator.

2.3.9 Irish Culture and Contemporary Society

Requirement: The learning outcomes should be reviewed. The description and assessment timings for the Coursework breakdown need to be completed.

2.3.10 International Placement

Requirement: The number of learning outcomes should be expanded to include all expected learning outcomes for this 30 credit module. The indicative content should be expanded to include cultural awareness. The assessment breakdown for the module needs to be reconsidered and a detailed breakdown of assessment completed. Additional components to consider are Skype meetings, Blogs and Reflective Journal.

2.3.11 MRKT8001 Brand Management

Requirement: The language of the learning outcomes should be reviewed and the coursework breakdown should be completed by including the coursework description.

2.3.12 International Selling and Sales Management

Requirement: The language of the learning outcomes should be reviewed.

2.3.13 MGMT8022 Workforce Diversity

Requirement: The description and assessment timings for the Coursework breakdown need to be completed.

2.3.14 International Economics

Requirement: The level of the learning outcomes should be reviewed. The assessment timings of the coursework breakdown should be adjusted for earlier student feedback.

2.3.15 Seminar Series

Requirement: This module should be generic in nature. The indicative content and resources are incomplete.

2.3.16 MRKT8003 New Technologies for Marketers

Recommendation: Module to be re-titled Digital Marketing. The content should include some tactical elements.

2.3.17 Additional Module in Consumer Behaviour

Requirement: To be offered in year 1 or 2.

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. Panel members required additional submission documentation that better reflected the programme as evidenced through the comments of the proposers at the panel meeting.

The additional documentation including a revised programme schedule (Appendix 3) , revised semester schedules (Appendix 4) and module revisions has been reviewed by the panel members who have concluded that the updated submission meets all the requirements as set out previously and not only reflects the strengths within the teaching staff and Institute itself, but reflect the emerging demand with the industry. NOT COMPLETED

The panel wishes to commend the proposers on their work 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 Business field of study at Level 8 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.

Implementation of Requirements and Recommendations
Requiring Registrar's Office Sign-Off:
1.3.1 Requirement: Completed
1.3.2 Requirement: Completed
1.3.3 Requirement: Completed
1.3.4 Requirement: Completed
1.6.1 Requirement: Completed
2.1.1 Requirement: Completed
2.1.2 Requirement: Completed
2.1.3 Requirement: Completed
2.1.4 Requirement: Completed
2.1.5 Requirement: Completed
2.3.1 Requirement: Completed
2.3.2 Requirement: Completed
2.4.1 Requirement: Completed
2.5.1 Requirement: Completed
2.6.1 Requirement: Completed

Implementation Report

APPENDIX 1 – Proposed Programme Outcomes

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Appendix 2 – Semester Schedules

Semester 2

Mandatory

Mod Code	Module Title	Co-ordinator	Level	Credits	FT Hours Contact Hours	PT Hours Contact Hours	Course Work	Final Exam
INFO6014	Introduction to I.T. (Approved)	BRIAN MC GRATH	Fundamental	5.0	4.00	2.00	100.0%	0%
ACCT6007	Financial Accounting 1 (Approved)	DON CROWLEY	Fundamental	5.0	3.50	0.00	30.0%	70%
MRKT6010	Introduction to Selling (Approved)	BRIAN MC GRATH	Fundamental	5.0	3.00	0.00	50.0%	50%
No Code Yet	Cultural Studies (Draft)	Pio Fenton	Fundamental	5.0	3.00	2.00	50.0%	50%
MRKT6005	Marketing Strategy Principles (Approved)	BRIAN MC GRATH	Fundamental	5.0	4.00	2.00	40.0%	60%

Group Elective 1

Mod Code	Module Title	Co-ordinator	Level	Credits	FT Hours Contact Hours	PT Hours Contact Hours	Course Work	Final Exam
LANG6010	French2:Language and Culture (Approved)	BRIAN MC GRATH	Fundamental	5.0	3.00	0.00	100.0%	0%

Group Elective 2

Mod Code	Module Title	Co-ordinator	Level	Credits	FT Hours Contact Hours	PT Hours Contact Hours	Course Work	Final Exam
No Code Yet	Intensive Spanish/Beginners (Draft)	Pio Fenton	Fundamental	5.0	6.00	0.00	100.0%	0%

Group Elective 3

Mod Code	Module Title	Co-ordinator	Level	Credits	FT Hours Contact Hours	PT Hours Contact Hours	Course Work	Final Exam
No Code Yet	English for Academic Presentat (Draft)	Pio Fenton	Intermediate	5.0	4.00	0.00	100.0%	0%

Group Elective 4

Mod Code	Module Title	Co-ordinator	Level	Credits	FT Hours Contact Hours	PT Hours Contact Hours	Course Work	Final Exam
LANG7002	German 3.2 (Approved)	BRIAN MC GRATH	Fundamental	5.0	4.00	0.00	60.0%	40%

Group Elective 5

Mod Code	Module Title	Co-ordinator	Level	Credits	FT Hours Contact Hours	PT Hours Contact Hours	Course Work	Final Exam
LANG6032	Spanish Lang & Business-Mexico (Pending Approval)	BRIAN MC GRATH	Fundamental	5.0	4.00	0.00	60.0%	40%

Semester 3

Mandatory

Mod Code	Module Title	Co-ordinator	Level	Credits	FT Hours Contact Hours	PT Hours Contact Hours	Course Work	Final Exam
MGMT6030	Management 1 (Approved)	BRIAN MC GRATH	Fundamental	5.0	3.00	2.00	30.0%	70%
MRKT7009	Marketing Research1: (Approved)	BRIAN MC GRATH	Intermediate	5.0	4.00	4.00	30.0%	70%
No Code Yet	International Communications & (Draft)	Pio Fenton	Fundamental	5.0	3.00	2.00	100.0%	0%
No Code Yet	Business Law (Draft)	Pio Fenton	Fundamental	5.0	3.00	2.00	30.0%	70%
MRKT7012	Financial Information Analysis (Approved)	BRIAN MC GRATH	Intermediate	5.0	3.00	0.00	40.0%	60%

Group Elective 1

Mod Code	Module Title	Co-ordinator	Level	Credits	FT Hours Contact Hours	PT Hours Contact Hours	Course Work	Final Exam
LANG6018	French3: Computers in Business (Approved)	BRIAN MC GRATH	Fundamental	5.0	4.00	0.00	100.0%	0%

Group Elective 3

Mod Code	Module Title	Co-ordinator	Level	Credits	FT Hours Contact Hours	PT Hours Contact Hours	Course Work	Final Exam
No Code Yet	English: Academic & Business (Draft)	Pio Fenton	Advanced	5.0	4.00	0.00	100.0%	0%

Group Elective 4

Mod Code	Module Title	Co-ordinator	Level	Credits	FT Hours Contact Hours	PT Hours Contact Hours	Course Work	Final Exam
LANG8001	German 4.1 (Approved)	BRIAN MC GRATH	Advanced	5.0	3.00	0.00	100.0%	0%

Group Elective 5

Mod Code	Module Title	Co-ordinator	Level	Credits	FT Hours Contact Hours	PT Hours Contact Hours	Course Work	Final Exam
LANG6034	Spanish Language and Argentina (Approved)	BRIAN MC GRATH	Advanced	5.0	4.00	0.00	100.0%	0%

Semester 4

Mandatory

Mod Code	Module Title	Co-ordinator	Level	Credits	FT Hours Contact Hours	PT Hours Contact Hours	Course Work	Final Exam
MRKT7008	Marketing Research 2 (Approved)	BRIAN MC GRATH	Intermediate	5.0	4.00	0.00	30.0%	70%
MGMT6031	Management 2 (Approved)	BRIAN MC GRATH	Fundamental	5.0	3.00	2.00	30.0%	70%
No Code Yet	Introduction to Economics (Draft)	Pio Fenton	Intermediate	5.0	3.50	2.00	30.0%	70%
No Code Yet	International Workshop (Draft)	Pio Fenton	Fundamental	5.0	2.60	0.00	100.0%	0%
No Code Yet	Principles of International Tr (Draft)	Pio Fenton	Intermediate	5.0	3.00	2.00	100.0%	0%

Group Elective 1

Mod Code	Module Title	Co-ordinator	Level	Credits	FT Hours Contact Hours	PT Hours Contact Hours	Course Work	Final Exam
LANG6020	French 4 Language and Culture (Approved)	BRIAN MC GRATH	Fundamental	5.0	4.00	0.00	40.0%	60%

Group Elective 3

Mod Code	Module Title	Co-ordinator	Level	Credits	FT Hours Contact Hours	PT Hours Contact Hours	Course Work	Final Exam
No Code Yet	International Business English (Draft)	Pio Fenton	Advanced	5.0	4.00	0.00	60.0%	40%

Group Elective 4

Mod Code	Module Title	Co-ordinator	Level	Credits	FT Hours Contact Hours	PT Hours Contact Hours	Course Work	Final Exam
LANG8002	German 4.2 (Approved)	BRIAN MC GRATH	Advanced	5.0	3.00	0.00	50.0%	50%

Group Elective 5

Mod Code	Module Title	Co-ordinator	Level	Credits	FT Hours Contact Hours	PT Hours Contact Hours	Course Work	Final Exam
LANG6035	Spanish & Business - Argentina (Approved)	BRIAN MC GRATH	Advanced	5.0	3.00	0.00	50.0%	50%

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Appendix 3 – Revised Programme Outcomes

Appendix 4 – Revised Semester Schedules