

# **Report of Validation Panel**

**Date of Meeting:** May 14<sup>th</sup> 2019

**Award Type:** Bachelor of Science (Honours)

Programme Title: Bachelor of Science (Honours) in Automotive Business Management and

Technology

Award Class: Major

NFQ Level: 8

**Intakes Commencing:** September 2019

ECTS/ACCS Credits: 240

**Embedded Award:** 

#### **PANEL MEMBERS**

### Name / Function / Institution

Dr Roisin Murray, Head of Transport Engineering, TU Dublin (City Campus) (Chair)

Dr Philip Ryan, Head of Mechanical and Automobile Engineering, Limerick IT

Jayne O'Discoll, Group Head of Training, Volkswagen Group Ireland

Paul O'Sullivan, Sales Director, Henry Ford & Son Ltd

Dr Pio Fenton, Internal panel member

## **PROPOSING TEAM MEMBERS**

## Name / Function / Department

Dr Michael J. O'Mahony, Head of Process, Energy and Transport Engineering

Clive Atkinson, Lecturer, Dept of Process, Energy and Transport Engineering

Pat O'Shaughnessy, Lecturer, Dept of Process, Energy and Transport Engineering

Brian Nixon, Lecturer, Dept of Process, Energy and Transport Engineering

Efce Van Heerren, Lecturer, Dept of Process, Energy and Transport Engineering

Richard A. Kearney, Lecturer, Dept of Process, Energy and Transport Engineering

John Buckley, Lecturer, Dept of Process, Energy and Transport Engineering

Adrian T. O'Connor, Lecturer, Dept of Mathematics

Maria Cullinane, Lecturer, Dept of Mechanical, Biomedical and Manufacturing Engineering

Martina Mercer, Lecturer, Dept of Organisational and Professional Development

Finbarr Sheehan, Lecturer, Dept of Organisational and Professional Development

Karen McCarthy, Lecturer, Dept of Marketing and International Business

Maurice Murphy, Lecturer, Dept of Management and Entreprise



#### **BACKGROUND TO THE PROPOSED 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, as a condition of validation.

The term "Recommendation" indicates an item to which the Institute, academic unit or programme board should give serious consideration. Normally it is expected that recommendations will be implemented as soon as possible. Progress will be monitored and will be discussed in programmatic review.

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

## Findings:

- 1. The panel commended the team and department for taking a proactive approach to meeting the needs of industry all of the panel recognize the need for better qualified students and are confident they can be well served by this programme.
- 2. It was agreed that there was positive engagement with the lecturing team (including service-in lecturers) and in defense of the programme they represented their efforts well. This was underpinned by national awareness of what is going on sectorally in the education landscape and in the automotive industry.

#### 1.2 AWARD

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

Overall Finding: Yes, subject to certain Requirements and/or Recommendations

#### Requirements:

1. The name of the Programme must be changed to better reflect content, intention and the balance between management and technology. The panel strongly believes that the word "Strategic" should not be used for various reasons.



#### 1.3 LEARNING EXPERIENCE

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

Overall Finding: Yes, subject to certain Requirements and/or Recommendations

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

Findings, requirements and recommendations concerning individual modules (if any) are recorded in Section 3 below.

Findings: The Department clearly has the learning experience at the heart of Programme Design.

#### Requirements:

- 1. A Work Placement Handbook must be developed that allows for clarity for students and should incorporate an agreement with employers around the nature of roles and duties to be undertaken. The value of mentorship within the placement should feature prominently in placements and the associated handbook.
- 2. The panel strongly supported the inclusion of an Automotive Specific module for Maths in Semester 1 and believe that this is best affected by the inclusion of Automotive Maths as opposed to Tech Maths 1.

#### Recommendations:

- 1. A number of panelists would suggest there should be a greater emphasis on business throughout the programme than on the technology. The programme might be more technical than the title suggests and this could be a barrier to entry in year 1 (from a perspective of attracting a gender balance). This may be considered in the context of requriements listed elsewhere.
- 2. Consider putting in some placement prep in Year 2 in order to help getting placement. This could take the form of workshops.

### 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/or Recommendations

Findings: Some existing modules can be considered as part of the next Programmatic Review with respect to content and titles.

## Requirements:

1. The panel agreed that the programme needs more emphasis on the business modules in Year 1 and that these should act as a foundation stone of activity later in the programme. In particular marketing, management and HR with a non-context specific delivery should be covered extensively. The programme team are asked to consider the sequencing of business modules with input from



- School of Business Head of Departments (this will assist in ensuring that resourcning can be managed effectively also).
- 2. The validation panel asks that an alternative to placement in Year 3 (maybe a community based project of some sort or similar) be put in place so as to allow for challenging circumstances that may arise from time to time.

#### Recommendations:

1. Review the number of Hours per week for work placement. We suggest a band between 35 and 42.

## 1.5 PROGRAMME MANAGEMENT

Validation Criterion: Are the programme management structures adequate?

Overall Finding: Yes

Findings: We believe the team has the capacity to successfully launch and run this programme. The management of the Level 7 and Level 8 programme together

### 1.6 RESOURCE REQUIREMENTS

Validation Criterion: Are the resource requirements reasonable?

Overall Finding: Yes

The Panel was assured on behalf of the President and Head of Faculty/College/School that appropriate resources in terms of staffing and facilities will be put in place when the programme is validated.

#### 1.7 IMPACT ON THE INSTITUTE

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

Overall Finding: Yes

## Findings:

1. The partnership with CDK is very positive and will prove an asset to the department, CIT and its graduates in the coming years.



## 2. Module-Level Findings

#### 2.1 ALL MODULES

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

#### Requirements:

- 1. The assessment of Automotive Sales Process (AUTO6017) module needs to be at least 50% role play or similar. This module should not have a final/terminal exam.
- 2. Rename the Tourism Finance module Tour8010 consider a new module to be developed by the Department of Accounting & Information Systems.

#### Recommendations:

- 1. Consider change of name of Interpersonal Skills (AUTO7003) modules to better reflect the titles.
- 2. Update title of Auto Projects (AUTO8009, AUTO8010) to reflect the activity within them more clearly. Consider ensuring that the project in Year 4 has a business context primarily of a practical nature including some independent research. The latter is strongly recommended.
- 3. AUTO8011 Incorporate guidance elsewhere in this report
- 4. DMS Strategic Management This module is highly valuable an emphasis must be put on data quality and process here. This should serve as a base refresher which will link into KPI & CRM Analysis. A constant issue seen in Dealerships is the information. it is recommended that module resources (such as reading resources etc.) be included in the module descriptor. Also, could we request clarification on the workload and total weekly contact hours specified in the module descriptor. It is stated that the workload comprises 1 hour per week of directed learning and 2 hours per week of lab work, however, it is then stated that the total weekly contact hours = 2. Is the lab work not classified as contact time or is there an error in the module descriptor in terms of the details regarding workload.
- 5. With respect to the Auto Industry Entrepreneurship module and the indicative content, could the topic of leadership be included here or at some stage in year 1 where the fundamentals of Management is considered.
- 6. All other modules reviewed for content with no issues raised regarding their appropriateness.

#### 3. Conclusion

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

- The Programme meets the required standards for an award in its 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**

## 1. IMPLEMENTATION OF PANEL REQUIREMENTS

Requirement(s)	Department Response
1.2 AWARD  The name of the Programme must be changed to better reflect content and	Following on from a requirement of the Validation Panel we have surveyed TY students who were on site last week as part of the Engineers Ireland Steps Programme.
intention and the balance between management and technology. The panel strongly believes that the word "Strategic" should not be used for various reasons.	We got 18 Female respondents and 47 Male, 65 in total.  There is a very distinct difference between the males and females, with females showing a clear and strong preference for the word strategic (the males rated this as their 4th choice). Based on the data, a happy medium would be to stick what we proposed in the panel visit "Automotive business management and technology". This title showed the most "attractiveness" overall between males and female respondents.
	The proposed title is therefore:
	Bachelor of Science (Hons) in Automotive Business Management and Technology
	This title was suggested to the Validation Panel and met with their approval.
1.3 LEARNING EXPERIENCE	
Requirements:  1. A Work Placement Handbook must be developed that allows for clarity for students and should incorporate an agreement with employers around the nature of roles and duties to be undertaken. The value of mentorship within the placement should feature prominently in placements and the associated handbook.	Will be completed shortly by Clive Atkinson; Programme coordinator.
2. The panel strongly supported the inclusion of an Automotive Specific module for Maths in Semester 1 and believe that this is best affected by the inclusion of Automotive Maths as opposed to Tech Maths 1.	The Auto Maths module on the existing Level 7 programme (MATH6001 Automotive Mathematics (Approved)) will be used in Semester 1 of the of the proposed programme.



#### **Recommendations:**

 A number of panelists would suggest there should be a greater emphasis on business throughout the programme than on the technology. The programme might be more technical than the title suggests and this could be a barrier to entry in year 1 (from a perspective of attracting a gender balance). This may be considered in the context of requriements listed elsewhere. A new module has been written on Management and Marketing Principles.

Auto Science 2 has been removed from Semester 4. This reduces the technical/scientific content. CTEC6002 Automotive Communications & IT (Approved) is now in Stage 2. The new introductory Business/Marketing/ module is now

 Consider putting in some placement preparation in Year 2 in order to help getting placement. This could take the form of workshops. Auto Science 2 has been removed from Semester 4 and CTEC6002 Automotive Communications & IT (Approved) is now in Stage 2. Additional guest lecturer presentations by recruitment consultants will be provided in advance of Work Placement.

### 1.4 PROGRAMME STRUCTURE

#### Requirements:

1. The panel agreed that the programme needs more emphasis on the business modules in Year 1 and that these should act as a foundation stone of activity later in the programme. In particular marketing, management and HR with a non-context specific delivery should be covered extensively. The programme team are asked to consider the sequencing of business modules with input from School of Business HoDs (this will assist in ensuring that resourcning can be managed effectively also).

A new module has been written on Management and Marketing Principles.

Auto Science 2 has been removed from Semester 4. This reduces the technical/scientific content. CTEC6002 Automotive Communications & IT (Approved) is now in Stage 2. The new introductory Business/Marketing/ module is now in Semester 2.

The School of Business has reviewed the sequencing of business modules and has found it to be correct with the inclusion of the module referred to above.

 The validation panel asks that an alternative to placement in Year 3 (maybe a community based project of some sort or similar) be put in place so as to allow for challenging circumstances that may arise from time to time. Module descriptor updated:

in Semester 2.

The learner will undertake a relevant work placement of no less than 10 weeks (50 days) duration in an appropriate business within the automotive sector. The placement will familiarise the learner with work practices in their chosen area and provide them with an opportunity to apply theoretical knowledge and practical skills gained throughout their programme. The placement is supported by a member of academic staff in CIT along with a workplace mentor. (NOTE: Where circumstances dictate, a community based project may substitute for work placement as agreed by programme board on a case by case basis)



Ro	commendation:	
	Review the number of Hours per week	
1.	for work placement. We suggest a band	Module descriptor has been updated:
	between 35 and 42.	
	between 55 and 12.	
Me	odule-Level Findings	
-	quirements:	
1.	The assessment of Automotive Sales Process (AUTO6017) module needs to be at least 50% role play or similar. This module should not have a final/terminal exam.	Module updated in line with requirement
2	Rename the Tourism Finance module –	
	Tour8010 – consider a new module to be	Module updated/renamed
	developed by the Department of	TOUR8010: Advanced Business Finance
	Accounting & Information Systems.	
_	commendations:	
1.	Consider change of name of	Title change will be addressed in Programmatic Review
	Interpersonal Skills (AUTO7003) modules	next year.
,	to better reflect the titles.	2. Title change will be addressed in Programmatic Review
۷.	Update title of Auto Projects (AUTO8009, AUTO8010) to reflect the activity within	next year. The recommendation reguarding ensuring that
	them more clearly. Consider ensuring	the project in Year 4 has a business context primarily of a
	that the project in Year 4 has a business	practical nature including some independent research will
	context primarily of a practical nature	be a criterion for project suitability selection.
	including some independent research.	
	The latter is strongly recommended.	
3.	AUTO8011 Incorporate guidance	3. Completed
	elsewhere in this report	
4.	AUTO9011 This module is highly valuable	
	– an emphasis must be put on data	4. Response: Module resources and workload have been
	quality and process here. This should	updated in line with recommendation.
	serve as a base refresher which will link	
	into KPI & CRM Analysis. A constant issue	
	seen in Dealerships is the information. it	
	is recommended that module resources	
	(such as reading resources etc.) be	
	included in the module descriptor. Also,	
	could we request clarification on the	
	workload and total weekly contact hours specified in the module descriptor. It is	
	stated that the workload comprises 1	
	hour per week of directed learning and 2	
	hours per week of lab work, however, it	
	is then stated that the total weekly	
	contact hours = 2. Is the lab work not	



- classified as contact time or is there an error in the module descriptor in terms of the details regarding workload.
- 5. With respect to the Auto Industry Entrepreneurship module and the indicative content, could the topic of leadership be included here or at some stage in year 1 where the fundamentals of Management is considered.
- 5. Included in new Management and Marketing Principles module in Year 1
- LO5 Describe the types of controls and leadership activities involved in running an effective business.



## **APPENDIX 2 – SEMESTER SCHEDULES**

Stage 1 / Sen	nester 1										
Mod Code	Module Title	Co-ordinator	Level	Credits		ontact ours	PT Contact Hours	Cours	se Work	Forma	JE
AUTO6004	Engine Technology (Approved)	MICHAEL J O MAHONY	Fundamental	5.0	4.00		4.00	30.0		70.0	
AUTO6025	Garage Practice (Engines) (Approved)	MICHAEL J O MAHONY	Fundamental	5.0	5.00		5.00	100.0		0.0	
AUTO6002	Auto-electrical Fundamentals (Approved)	MICHAEL J O MAHONY	Fundamental	5.0	4.00		0.00	30.0		70.0	
MATH6001	Automotive Mathematics (Approved)	David Goulding	Fundamental	5.0	7.00		4.00	40.0		60.0	
CMOD6001	Creativity Innovation&Teamwork (Approved)	Marese Bermingham	Fundamental	5.0	3.00		0.00	100.0		0.0	
AUTO6007	Automotive Administration (Pending Approval)	MICHAEL J O MAHONY	Fundamental	5.0	3.00		3.00	30.0		70.0	
Stage 1 / Sem	ester 2										]
Mandatory											
Mod Code	Module Title	Co-ordinator	Level	Cı	redits	FT Con Hou	tact PT Co		Course Work	Formal Exam	
AUTO6008	Vehicle Dynamics (Approved)	MICHAEL J O MAHONY	Fundamenta	ıl 5.0	0	4.00	4.00	:	30.0	70.0	
AUTO6003	Automobile Electrical Circuits (Approved)	MICHAEL J O MAHONY	Fundamenta	ıl 5.0	0	4.00	4.00	:	30.0	70.0	
AUTO6006	Automotive Science (Approved)	MICHAEL J O MAHONY	Fundamenta	ıl 5.0	0	4.00	4.00		100.0	0.0	
AUTO6024	Garage Practice (Chassis) (Approved)	MICHAEL J O MAHONY	Fundamenta	ıl 5.0	0	5.00	5.00		100.0	0.0	
MRKT6023	Management and Marketing (Pending Approval)	Pio Fenton	Fundamenta	ıl 5.0	0	3.00	2.00	:	30.0	70.0	
Elective											
MRKT6022	Digital Marketing & Analytics (Approved)	Pio Fenton		Fundan	nental	5.0	3.00	2.00		100.0	0.0



Stage 2 / Seme	ester 1							
Mandatory								
Mod Cod	e Module Title	Co-ordinator	Level	Credits	FT Contact Hours	PT Contact Hours	Course Work	Formal Exam
AUTO6011	Automotive Electronics (Approved)	MICHAEL J O MAHONY	Fundamental	5.0	4.00	4.00	30.0	70.0
AUTO6031	Automotive Technology (Approved)	MICHAEL J O MAHONY	Fundamental	5.0	4.00	4.00	30.0	70.0
AUTO6016	Motor Dealer Service Dept (Pending Approval)	MICHAEL J O MAHONY	Fundamental	5.0	3.00	3.00	30.0	70.0
MATH6007	Business Statistics and Maths (Approved)	David Goulding	Fundamental	5.0	3.00	3.00	100.0	0.0
AUTO6021	HGV Technology (Approved)	MICHAEL J O MAHONY	Fundamental	5.0	4.00	0.00	100.0	0.0
Elective								
FREE6001	Free Choice Module (Approved)	PAUL GALLAGHER	N/A	5.0	4.00	0.00	50.0	50.0
AUTO6032	Sustainable Road Transport (Approved)	MICHAEL J O MAHONY	Fundamental	5.0	3.00	3.00	40.0	60.0
Stage 2 / Seme	ester 2							
Mandatory								
Mod Code	<b>Module Title</b>	Co-ordinator	Level	Credits	FT Contact Hours	PT Contact Hours	Course Work	Formal Exam
AUTO6020	Accounting For Automotive Apps (Approved)	MICHAEL J O MAHONY	Fundamental	5.0	4.00	3.00	30.0	70.0
AUTO6017	Automotive Sales Processes (Draft)	MICHAEL J O MAHONY	Fundamental	5.0	3.00	3.00	100.0	0.0
AUTO6013	Electronic System Diagnostics (Approved)	MICHAEL J O MAHONY	Fundamental	5.0	4.00	0.00	50.0	50.0
AUTO7001	Motor Dealer Parts Dept. (Pending Approval)	MICHAEL J O MAHONY	Intermediate	5.0	3.00	3.00	30.0	70.0
INFO6021	Business Info Technology (Approved)	DON CROWLEY	Fundamental	5.0	3.00	2.00	100.0	0.0
CTEC6002	Automotive Communications & IT (Approved)	MICHAEL J O MAHONY	Fundamental	5.0	4.00	4.00	100.0	0.0



Stage	3/	Semester 1

Mandatory								
Mod Code	<b>Module Title</b>	Co-ordinator	Level	Credits	FT Contact Hours	PT Contact Hours	Course Work	Formal Exam
AUTO7011	Automotive Diagnostic Systems (Approved)	MICHAEL J O MAHONY	Intermediate	5.0	4.00	3.00	100.0	0.0
AUTO7009	Vehicle Technologies (Approved)	MICHAEL J O MAHONY	Intermediate	5.0	4.00	4.00	30.0	70.0
LEGS7003	Introductory Law for Transport (Approved)	MICHAEL J O MAHONY	Intermediate	5.0	3.00	2.00	30.0	70.0
AUTO7010	Dealer Management Software (Approved)	MICHAEL J O MAHONY	Intermediate	5.0	4.00	4.00	100.0	0.0
ACCT7007	Business Finance (Approved)	DON CROWLEY	Intermediate	5.0	4.00	2.00	30.0	70.0
Elective								

MICHAEL J O MAHONY Fundamental 5.0

N/A

Intermediate 5.0

5.0

4.00

3.50

4.00

2.00

3.50

0.00

100.0

100.0

50.0

0.0

0.0

50.0

## Stage 3 / Semester 2

FREE6001

MGMT7022 Web Publishing (Approved)

AUTO6030 Vehicle Design & Production (Approved)

Free Choice Module (Approved)

Mandatory								
Mod Code	Module Title	Co-ordinator	Level	Credits	FT Contact	PT Contact	Course	Formal
					Hours	Hours	Work	Exam
AUTO7003	Interpersonal Skills (Approved)	MICHAEL J O MAHONY	Intermediate	5.0	3.00	3.00	100.0	0.0
AUTO7013	Research & Report Writing (Approved)	MICHAEL J O MAHONY	Intermediate	5.0	4.00	4.00	100.0	0.0
AUTO8011	Work Placement (Draft)	MICHAEL J O MAHONY	Intermediate	20.0	0.00	0.00	100.0	0.0

DON CROWLEY

PAUL GALLAGHER



Stage 4 / Ser	nester 1							
Mandatory								
Mod Code	<b>Module Title</b>	Co-ordinator	Level	Credits	FT Contact Hours	PT Contact Hours	Course Work	Formal Exam
LEGS8010	Automotive Industry Law (Pending Approval)	MICHAEL J O MAHONY	Advanced	5.0	3.00	3.00	30.0	70.0
AUTO8009	Auto / Transport Project 1 (Approved)	MICHAEL J O MAHONY	Advanced	5.0	0.50	0.50	100.0	0.0
AUTO8006	Vehicle & Transport Safety (Pending Approval)	MICHAEL J O MAHONY	Advanced	5.0	3.00	3.00	30.0	70.0
AUTO7005	Auto Industry Management (Approved)	MICHAEL J O MAHONY	Intermediate	5.0	3.00	0.00	30.0	70.0

MICHAEL J O MAHONY Intermediate 5.0

MICHAEL J O MAHONY Intermediate 5.0

3.00

4.00

3.00

4.00

40.0

100.0

60.0

0.0

## Stage 4 / Semester 2

Elective

MECH7020 Franchise Dealer Operations (Approved)

AUTO7019 Sustainable Vehicle Technology (Approved)

Mandatory								
Mod Code	<b>Module Title</b>	Co-ordinator	Level	Credits	FT Contact Hours	PT Contact Hours	Course Work	Formal Exam
AUTO8002	2 Automotive Quality & Lean (Approved)	MICHAEL J O MAHONY	Advanced	5.0	3.00	3.00	30.0	70.0
AUTO8012	Auto Industry Entrepreneurship (Pending Approval)	MICHAEL J O MAHONY	Advanced	5.0	3.00	3.00	30.0	70.0
AUTO8001	Automotive Marketing Practices (Approved)	MICHAEL J O MAHONY	Advanced	5.0	3.00	0.00	30.0	70.0
AUTO8010	Auto / Transport Project 2 (Approved)	MICHAEL J O MAHONY	Advanced	5.0	0.50	0.50	100.0	0.0
AUTO8013	B DMS Strategic Analysis (Pending Approval)	MICHAEL J O MAHONY	Advanced	5.0	3.00	3.00	100.0	0.0
TOUR8010	Advanced Business Finance (Approved)	Noel Murray	Advanced	5.0	4.00	1.50	30.0	70.0



## **APPENDIX 3 – PANEL TIMETABLE**



## Validation Panel for:

# **BSc (Hons) in Automotive Strategic Management and Technology**

Date: Tuesday 14 May 2019

Venue: Meeting Room B287 CIT Bishopstown, B Block

## **Panel Timetable**

Time	Session
9:30 am - 9:45 am	Panel Introductions (tea & coffee)
9:45 am - 10:00 am	Private Panel meeting with Registrar's Office
10:00 am - 11:15 am	Panel Session 1 - need for programme; programme management arrangements; resourcing & facilities; impact; award level and type; access, transfer & progression
11:15 am - 11.30 am	Break (tea & coffee) Panel Members
11:30 pm - 1:00 pm	Panel Session 2 - programme structure, learning experience (incl. individual modules)
1 pm - 2 pm	Lunch ( <i>Bistro</i> ) - Panel Members
2 pm - 3:00 pm	Additional meeting with Programme Team (if required ) and Close- out meeting
3:00 pm - 3.10 pm	Brief feedback to proposers