



Audit of Validated Programmes

Programme Code	Programme Title	Validation Panel Date:
SG_BMARK_B07	Bachelor of Business in Marketing	10 th Mar. 2021
SG_BMARK_H08	Bachelor of Business (Honours) in Marketing	10 th Mar. 2021

Attendance: Dr Aodhmar Caddogan Assistant Registrar, Gemma Lyons – QA Administrator Compliance

Head of Department – Mr John Kelleher

Programme Team (if attending): Suzanne Ryan

Date of Audit: 08 Sep. 2021

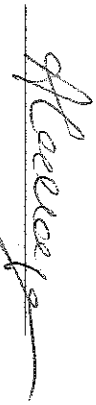
Conditions	Response to Conditions	Evidence of revised documentation presented. Attachment, link to module etc.	Outstanding issues
<p>1. Following the completion of the programmatic review process the programme should complete and document a review to ensure that a student will achieve independent learning, as expected at level 8 award, over the duration of the programme. This could be achieved by significantly reducing the contact hours faced by a student in the later stages of the programme</p>	<p>This is acknowledged and will be completed as suggested following the upcoming programmatic review</p>	<p>Open, on-going</p>	<p>Audit to remain open and reviewed 2022</p>

Recommendations	Response to recommendations	Evidence of revised documentation presented. Attachment, Link to module etc.	Outstanding issues
1. A list of job titles and roles that a graduate would obtain on immediate completion of the programme should be included in the documentation. This would help to inform the knowledge and skills to be included in the programme structure.	On pg 49 (Vol 1) of the B.Bus(Hons) document and pg. 48 (Vol 2) of the B.Bus. (Ord) document, there is a list of 16 titles and roles under 'Employment opportunities for graduates'.	Documentation reviewed as per response.	None, Closed
2. The aims and objectives for the programme should be articulated clearly in the programme documentation.	Pg 58 (Vol 1) & pg 56 (Vol 2) of the documents speaks to aims and objectives but is re-structured (below) to improve the clarity	Documentation reviewed as per response.	None, Closed
3. Review the final stage of the programme and in particular the finance, accountancy and economics input. Consider the role of more marketing modules or newer business areas such as change management / leadership / B2B marketing / Project as mandatory or electives.	Consideration will be given to this in context of programmatic review when such modules may be identified within the School. The Business subject requirements under Teaching Council require 10 credits of Business modules at Stage 4 and areas of accounting and economics do not qualify to contribute to this. Four modules each semester are currently marketing modules.	n/a. Recommendation accepted, refer to condition 1.	None, closed
4. Review modules to reduce duplication in content or syllabi in stage 4 modules where they build on previous modules, e.g. Marketing	This will be addressed and where modules are shared with other programmes, this will form part of the programmatic review work.	n/a. Recommendation accepted, refer to condition 1.	None, closed

Planning, Strategic Marketing Management.				
5. For the next review in 5 years the panel would advise the programme to consider larger work placement.	This is noted and agreed to consider.	n/a. Recommendation accepted, refer to condition 1.	None, closed	
6. It is strongly recommended that legacy students with the existing L7 applying for advanced entry to the new L8 award should be subject to formal RPL process to ensure the currency of their learning and skills to meet the revised outcomes of the L7.	While it is likely we will continue for '21/22 with the existing add-on (approved) programme, we will apply a RPL process to any graduates of current L7 to meet this recommendation	n/a. Recommendation accepted.	None, closed	
7. The institute should review its policy with respect to the admission criteria for L7 and L8 programmes where the programmes are delivered in common. This situation implies that the entry requirements for Level 8 programmes is 5 passes in the Leaving Certificate or equivalent.	This recommendation has been referred to the Academic Processes committee for inclusion in this 2021-2022 terms of reference / work programme. Any changes or recommendations from APC to policy or procedures will then be implemented through the academic council	n/a. Recommendation accepted.	None, closed	
8. The programme should monitor the attainment of the CEFR standards on an annual basis to ensure learning outcomes are being met or revise accordingly.	This is noted and agreed.	n/a. Recommendation accepted.	None, closed	
9. Review the accounting discipline modules to ensure that references to technology are evident where it forms a part of the learning outcomes or syllabi.	This will be addressed and where modules are shared with other programmes, this will form part of the programmatic review work.	n/a. Recommendation accepted, refer to condition 1.	None, closed	
10. Review the learning outcomes of the specific modules highlighted at the panel discussions to ensure the verbs used are aligned to the Blooms Taxonomy and are appropriate to the	This is agreed, and changes will be made. ✓	Language modules in French, German, and Spanish have been revised in AMM	None, closed.	

Level of the module. Special note in relation to the language modules.			
11. Review assessment of the specific modules highlighted at the panel discussions to ensure that they meet institute policy and that the number of assessments are not excessive for the student.	This is agreed.	n/a. Recommendation accepted, refer to condition 1.	None, Closed.

All recommendation reviewed by the Assistant Registrar and this concludes the QA process.



16/02/2021
Date

Dr Aodhmar Cadogan
Assistant Registrar

Name

Date

Head of Department

Level of the module. Special note in relation to the language modules.		n/a. Recommendation accepted, refer to condition 1.	None, Closed.
11. Review assessment of the specific modules highlighted at the panel discussions to ensure that they meet institute policy and that the number of assessments are not excessive for the student.	This is agreed.		

All recommendation reviewed by the Assistant Registrar and this concludes the QA process.

Dr Aodhmar Cadogan

Date

Assistant Registrar



24-9-21 _____
Date

Name

Date

Head of Department