

## UNIVERSITY OF ULSTER

### ACADEMIC PLANNING ADVISORY GROUP

Minutes of the meeting held on 23 May 2019 by video-conferencing

#### PRESENT

Professor B P Murphy (Chair), Dr S Crothers, Professor H Farley (for Professor M Durkin), Mr A G Faulkner, Mrs C McCarthy, Mrs R McEvoy, Mr D McGivern, Mr S Mottershead, Mrs J Peden

#### IN ATTENDANCE

Mrs A Garland (Secretariat), Professor R Fee (Mins 19.86 – 19.88), Ms S Morgan (Min 19.86), Dr N Blair and Mr R Cameron (Min 19.89), Mrs M Paris (Mins 19.90 and 19.91), Professor A McKillop (Mins 19.93 – 19.98), Dr S Gallagher and Professor M Giles (Min 19.94), Ms M McEntee (Min 19.99)

APOLOGIES: Professor P Bartholomew, Professor M Durkin, Mrs E Thompson

#### 19.66 MINUTES

The minutes of the meeting of the Academic Planning Advisory Group held on 22 March 2019 were confirmed as an accurate record of the meeting, subject to Min 19.55 being amended to read:

#### AGREED:

- (i) that the proposal proceed, as soon as possible, to a bespoke 'Faculty Stage 1' scrutiny event (similar to what had been proposed last year for the provision in Myanmar), before consideration of curriculum approval, which would take into account the minutes of this meeting and supplementary information provided by the Faculty in relation to due diligence on commercial, legal, ethical matters, resourcing, logistics, administration, academic staffing for both programmes and the IFY component and oversight, and student services;

and Min 19.57, second bullet point under 'The Advisory Group noted that:' being amended to read:

- different course codes would be required for the full-time and part-time courses which had different learning outcomes;

#### MATTERS ARISING

#### 19.67 PgCert/PgDip/MSc Nursing (FT/PT) (JN/ME) (Mins 19.32, 19.5, 18.127, 18.115)

It was noted that the Course Costing for the new Advanced Nursing Practice pathway had now been submitted and approved by Chair's action on behalf of the Advisory Group.

19.68 MSc Business Development and Innovation (Mins 19.33, 19.6, 18.129, 18.117)

It was noted that a copy of the Agreement with China Resources University (CRU) had not yet been received but that the Faculty continued to work with CRU to progress the proposal.

19.69 Proposed MSc Mechanical Engineering (FT/PT) (JN) (Mins 19.34, 19.11, 18.137)

It was noted that the revised course proposal and Course Costing had now been approved by Chair's action on behalf of the Advisory Group and authorised in CMS.

19.70 LLM Employment Law and Practice (FT/PT) (BT) (Mins 19.36, 19.18)

It was noted that the Faculty had advised that the programme fees would be set at the Premium 2 rate rather than the Premium 3 rate as per the original Course Costing.

19.71 Postgraduate Certificate of Professional Development (Mins 19.38, 19.22)

It was noted that a copy of the Memorandum of Understanding for the provision offered at a new outcentre (hotel) in Abu Dhabi had not yet been forwarded to the Academic Office.

19.72 Proposed MA Games Design (Min 19.40)

It was noted that a revised Course Costing, which showed a cumulative surplus after five years, had been submitted and approved by Chair's action on behalf of the Advisory Group.

It was also noted that the distance learning mode, which had been proposed for both the MA and BDes Games Design programmes (Min 19.41 refers), had not been brought forward for evaluation on 13 May 2019. It was the Faculty's intention to introduce this at a later date.

19.73 Projected Intakes on CA1 Form (Min 19.41)

It was noted that the CA1 course proposal form had been revised to remove the projected intakes. This information would now be contained in the Course Costing / Resourcing Plan alone.

19.74 Proposed FdA Interactive Media Design (FT) at Northern Regional College (Newtownabbey campus) (Min 19.42)

It was noted that the Faculty had advised that the College did not wish to proceed with this proposal.

19.75 BSc Hons Music, Sound and Technology (Min 19.44)

It was noted that the Course Costing for the proposal to add a part-time mode for the programme had now been submitted and approved by Chair's action on behalf of the Advisory Group.

19.76 Proposed MSc Smart Manufacturing Systems (FT/PT) (ME) (Min 19.50)

It was noted that the Faculty of Computing, Engineering and the Built Environment had advised that Dr Sharon Loane, Ulster University Business School, had agreed to provide the 'Global Business in Context' module and that a new 20-credit point version of the module would be created for inclusion in the MSc Smart Manufacturing Systems programme. The evaluation document was currently being prepared and the event was scheduled for 24 June 2019.

19.77 BEng Hons Mechanical and Manufacturing Engineering (Min 19.51)

It was noted that the Course Costing for the proposal to add a part-time mode for the programme had not yet been received.

19.78 Proposed BSc Hons Pharmaceutical Sciences (FT) (with Diploma in International Foundation Studies (Science and Technology), CertHE and AB exit awards) at Global University, Cairo (Outcentre)

Proposed BSc Hons Sports Coaching and Performance Management (FT) (with Diploma in International Foundation Studies (Science and Technology), CertHE and AB exit awards) at Global University, Cairo (Outcentre) (Min 19.55)

It was noted that, following the Due Diligence B1 event held on 8 May and a subsequent meeting held on 13 May 2019, the proposal would not be progressed.

19.79 BSc Hons Food and Nutrition at HKU SPACE (Min 19.56)

It was noted that the Course Costing for the proposal to add a full-time mode for the programme from 2020/21 had been submitted and approved by Chair's action on behalf of the Advisory Group.

19.80 Proposed MSc Endodontics (FT); MSc Clinical Endodontics\* (PT); MSc Advanced Clinical Restorative and Aesthetic Dentistry (FT); MSc Clinical Restorative Dentistry\* (PT); MSc Oral Surgery (FT); MSc Clinical Oral Surgery\* (PT); MSc Oral Implantology (FT); MSc Clinical Oral Implantology\* (PT); MSc Orthodontics (FT); MSc Clinical Orthodontics\* (PT); MSc Periodontics (FT); MSc Clinical Periodontics\* (PT); MSc Clinical and Diagnostic Oral Sciences (FT); MSc Advanced General Dental Practice\* (FT/PT); MSc Digital Dentistry\* (PT); MSc Facial Aesthetics\* (PT) at the College of Dentistry, Birmingham (Outcentre) and fully online\* (Min 19.57)

It was noted that an additional programme, MSc Advanced Clinical and Diagnostic Oral Sciences, would be brought forward for evaluation on 30 May 2019.

#### CHAIR'S COMMUNICATIONS

19.81 BSc Hons Paramedic Practice

The Chair reported that the Faculty of Life and Health Sciences had informed him that it was bidding in the public tender for this provision for 2020 intake. The University was the awarding body for the Northern Ireland Ambulance Service's Foundation degree in this field.

## 19.82 Course Costing Template and Guidance

The Chair sought to offer further clarity on the purpose of the provision of course costings and when they were needed. He advised that the Course Costing should in future be referred to as a Resourcing Plan and clarified that this should accompany a CA1/2/2A or CA3 form where the proposal had a significant impact on resourcing, including: new course, a new location (campus, outcentre, fully online), a new mode of attendance. A substantial change to fees would also be relevant. Proposed student numbers were required in the Resourcing Plan as they were no longer part of the CA1 form (Min 19.41 and 19.73 refer). He proposed that proposals which did not have a significant impact on resources need not be accompanied by a Resourcing Plan. The Faculty should provide the basis of this claim as part of the submission.

Professor Farley agreed that the inclusion of the Resourcing Plan was in principle appropriate, but noted the demand this put on the Faculty Accountant in terms of meeting the deadline for APAG consideration, particularly when the Faculty was working to a constrained timetable.

It was AGREED that the section on proposed student intake be retained on the CA2 form as these were completed in consultation with the partner institution before the Faculty Accountant calculated costs / income for the University.

## 19.83 Academic Plan

It was noted that, at its meeting in January 2019, the Advisory Group had agreed that, in order to identify more easily if proposed courses had been included in the Academic Plan, the course proposal form should be amended to include a provisional course code and that the course code would be set to 'live' once the proposal had been recommended to proceed by the Advisory Group (Min 19.12 refers).

Dr Crothers referred to subsequent discussions at the last meeting on the Academic Plan that proposals would not be included in the Plan until they had been approved by APAG. He suggested that a different approach would be to include a flag in the database indicating whether a proposal had been approved or not approved by the Advisory Group, or a confidence level field for Faculties to indicate the likelihood of the proposal proceeding. This would enable Student Planning and Information to distinguish between proposals that were likely to progress and those that were not.

It was noted that further discussion was required regarding when a proposal should be entered in the Academic Plan and that the Chair would raise this matter with the Pro-Vice-Chancellor (Education), who was taking on responsibility for academic planning.

### COURSE PLANNING

#### ACCESS, DIGITAL AND DISTRIBUTED LEARNING (APAG/19/15)

## 19.84 Diploma in Foundation Studies with Pathways (APAG/19/15c)

The Advisory Group considered a proposal for a change in course title to 'International Foundation Studies with Pathways', a change of location from Jordanstown to Belfast and a change in title of the Science, Technology, Engineering and Mathematics pathway to 'Science, Technology and Engineering' from 2019/20. It noted that:

- the location of the programme would be described as Belfast but the two STE pathway modules would continue to be delivered at the Coleraine campus with students travelling for attendance;
- 37 applications had been received for the programme and 34 offers made for September 2019;
- external examiner support had been obtained.

AGREED that it be recommended to the Academic Standards and Quality Enhancement Committee that the proposals be approved, subject to the programme being revised in CMS in accordance with guidance from the Academic Office.

19.85 Proposed Diploma in International Foundation Studies (FT/PT) at City College, Doha, Qatar (APAG/19/15b)

The Advisory Group considered a proposal and Course Costing to offer the Diploma in Foundation Studies in full-time and part-time modes at City College, Doha, Qatar from September 2019. It noted that:

- this proposal and four other proposals under Ulster University Business School were presented in the context of a proposal for a new Affiliate College which had been considered by the Senior Leadership Team (see Min 19.103);
- the course had not yet run at the University and significant work would be required to develop the content;
- two modules ('Introduction to Creative Industries' and 'Introduction to British and Irish Society') would require contextualisation as they had been developed specifically for students studying at Belfast;
- the Science, Technology and Engineering pathway might not be proposed initially as City College currently did not have the infrastructure to deliver science and engineering; this was expected to be part of a new campus development;
- the Faculty Assessment section of the CA2A proposal form had not been completed.

AGREED that it be recommended to the Academic Standards and Quality Enhancement Committee that the proposal be approved to proceed to planning and evaluation, subject to the completion of the Faculty Assessment and outcomes of the Due Diligence B1 event and Institutional Recognition visit.

FACULTY OF ARTS, HUMANITIES AND SOCIAL SCIENCES (APAG/19/16)

19.86 BSc Hons Community Youth Work (APAG/19/16a)

The Advisory Group considered a proposal and Course Costing to offer BSc Hons Community Youth Work in an accelerated part-time mode at the Jordanstown campus from 2019/20. It noted that:

- this mode of delivery had been commissioned by the Education Authority for two cohorts of students to undertake the programme over three semesters over three years;
- there would be an intake of 20 students in September 2019 and an intake of 30 students in January 2020; there were no current plans for additional intakes in future years as the programme was subject to external funding;
- the premium fee would be charged;

- there was no change to the programme content;
- the relevant Professional Body had been consulted and external examiner support had been obtained.

AGREED:

- (i) that it be recommended to the Academic Standards and Quality Enhancement Committee that the proposal be approved;
- (ii) that Dr Crothers liaise with the Director of Faculty Operations to ascertain if the associated block grant element of funding would be received from the Education Authority or as part of the normal block grant model, ie fee only from the Authority.

#### 19.87 MSc Digital Media Communication (APAG/19/16b)

The Advisory Group noted that Chair's action had been taken to approve a proposal to revise the title of the programme to 'Digital Marketing Communication and Leadership' from 2019/20. It noted that:

- the new title emphasised more clearly the relevance of the programme and its associated content;
- current students had been consulted and had supported the proposed change;
- external examiner support had been obtained;
- the change in title had been approved by the revalidation panel in February 2019.

AGREED that it be recommended to the Academic Standards and Quality Enhancement Committee that the proposal be approved.

#### 19.88 Programme Withdrawals

It was noted that the following programmes had been withdrawn:

Last intake 2018/19

Advanced Diploma in Intelligence Management (PSNI, Montgomery Road);

Advanced Diploma in Intelligence Policing (PSNI, Montgomery Road).

FACULTY OF COMPUTING, ENGINEERING AND THE BUILT ENVIRONMENT  
(APAG/19/17)

#### 19.89 Proposed PgCert/PgDip/MSc Global Strategy in Environmental Health and Sustainability (APAG/19/17a)

The Advisory Group considered a proposal and Course Costing to offer PgCert/PgDip/MSc Global Strategy in Environmental Health and Sustainability in full-time and part-time modes by distance learning from September 2020. It noted that:

- the Faculty had engaged with Marketing and Communications and with Global Engagement, who were very supportive of the proposal, and was currently discussing module delivery with ADDL;
- an analysis of potential demand for this type of course had been carried out by Global Engagement; results had indicated that the programme could appeal to overseas students, particularly from Nigeria and India;

- initial discussions with the profession locally indicated a willingness to support a local programme as a career development pathway for Environmental Health practitioners and there was currently no specific environmental health postgraduate offering at Ulster;
- accreditation would be sought from the Chartered Institute of Environmental Health (CIEH);
- availability of modules as short courses was considered attractive;
- there was a proposed intake of 15 students, nine of which were full-time, in the first intake; the minimum cohort size was five students;
- intake to the programme would take a 'carousel' approach, with multiple intakes per year; there were no prerequisites for any of the taught modules;
- additional staffing resources would be required;
- it would be possible to accommodate the proposal within the current Library budget;
- the Faculty requested an early validation event in August / September.

The Advisory Group commended the Faculty on the research that had been undertaken with regard to market intelligence and on the timeliness of the proposal.

AGREED that it be recommended to the Academic Standards and Quality Enhancement Committee that the proposal be approved to proceed to planning and evaluation, subject to a Distance Learning Resource Agreement being completed.

19.90 Access Diploma in Mathematics and Physics (FT) and Access Diploma in Mathematics and Finance (FT) at Belfast Metropolitan College (Millfield campus) (APAG/19/17b)

The Advisory Group considered a proposal and Course Costing to offer the Access Diploma in Mathematics and Physics in part-time mode from 2019/20 and the Access Diploma in Mathematics and Finance in part-time mode from 2020/21; thereafter it was proposed that the programmes be offered in part-time mode in alternate years, subject to demand. It noted that:

- the part-time mode for each programme had been approved by the evaluation panel in November 2018, but had not been included in the original proposal approved by APAG in November 2017 (Min 17.134 refers);
- market research had indicated demand for the part-time mode.

AGREED that it be recommended to the Academic Standards and Quality Enhancement Committee that the proposal be approved.

19.91 FdSc Computing (FT/PT) at South Eastern Regional College (Bangor and Downpatrick campuses) (APAG/19/17c)

The Advisory Group considered a proposal and Course Costing to offer FdSc Computing in full-time and part-time modes at the College's Lisburn campus from September 2019. It noted that:

- the new location had been approved by the revalidation panel in January 2019;
- the revalidation panel had been satisfied that there were adequate human and physical resources to support the new location and that there was a viable feeder stream of students;
- full-time and part-time students would be taught together.

Mrs Paris, Faculty Partnership Manager, informed the Advisory Group that the programme would now have increased enrolments being offered on three campuses and, while the College levied the University capitation fee on each student, the fee income received by the University was capped at that for 20 students.

AGREED:

- (i) that it be recommended to the Academic Standards and Quality Enhancement Committee that the proposal be approved;
- (ii) that the Chair would refer to the appropriate officers the University's fee policy for validated courses in partner institutions in respect of courses offered on more than one campus or mode.

#### 19.92 Programme Withdrawals

It was noted that the following programme had been withdrawn:

Last intake 2017/18

Access Diploma in Computing at South West College (Dungannon, Enniskillen and Omagh campuses).

FACULTY OF LIFE AND HEALTH SCIENCES (APAG/19/13)

#### 19.93 Proposed PgDip/MSc Sport and Exercise Nutrition (PT) at HKU SPACE (APAG/19/13a)

The Advisory Group noted that a proposal and Course Costing to offer PgDip/MSc Sport and Exercise Nutrition in part-time mode at HKU SPACE from November 2019 had been approved to proceed to planning and evaluation by Chair's action on behalf of the Advisory Group and on behalf of the Academic Standards and Quality Enhancement Committee. It noted that:

- no such programme was currently provided in Hong Kong;
- HKU SPACE currently offered sport nutrition provision at lower levels but there was no articulation for graduates;
- there was a proposed intake of 15 students;
- the Faculty had confirmed that the programme was not fully-online but would be delivered by blended learning; modules were available online and supplemented with face-to-face support in the evening;
- the programme had been evaluated alongside a revalidation visit on 22 May.

The proposal had been approved by Chair's action as the Faculty had confirmed the provision as external validated provision and that HKU SPACE would use its own VLE, and the Faculty and Finance had confirmed the fee model for HKU SPACE.

AGREED that Chair's action be endorsed.

#### 19.94 MSc Applied Behaviour Analysis (APAG/19/13b)

The Advisory Group considered a proposal to offer the programme in full-time mode from 2019/20. It noted that:

- the programme was currently offered in part-time mode to attract professionals, such as teachers, nurses and social workers, who attended classes on a day release basis; it included a requirement for a minimum number of hours of professional practice achieved through a placement module;
- the opportunity to deliver the programme in full-time mode, which would attract international students, had arisen through international links with the New England Center for Children in Boston;
- the proposed model required students to attend the Coleraine campus for one academic year followed by a year's placement in the New England Center; the Center was willing to host the anticipated growth in number of students;
- whilst on placement the students would undertake their dissertation and complete their placement report;
- Mrs McCarthy advised that international students would require a CAS for the full period of study and work placement; for CAS purposes it would be necessary to guarantee a placement for all international students and to demonstrate that it would not be possible for them to have the same placement experience in Northern Ireland; Global Engagement would advise the Faculty on UK and US visa requirements;
- the proposed Year 1 structure showed students taking 45 credit points in each semester instead of the required 60 points for full-time study; the Faculty agreed to create a new 30-credit point module to increase credit to the required 60 points per semester; this would be in line with an expected increased hours requirement from the accrediting body;
- the location of the placement had been given as 'fully online' but should be 'placement provider';
- the full-time programme would also be available for home students who were willing to spend a year in the US;
- library resources could be met within the existing budget.

AGREED that it be recommended to the Academic Standards and Quality Enhancement Committee that the proposal be approved, subject to:

- (i) the structure and credits being revisited to meet the University's requirement for full-time study and the location of the placement module being amended;
- (ii) a Resourcing Plan being provided.

19.95 FdSc Food Nutrition and Health (FT) at CAFRE (Loughry College)  
BSc Hons Food Design and Nutrition (FT/PT) at CAFRE (Loughry College)

The Advisory Group noted that the revalidation panel, in March 2019, had approved a change in title from FdSc Food Nutrition and Health to FdSc Food Manufacture and Nutrition, and a change in title from BSc Hons Food Design and Nutrition to BSc Hons Food Innovation and Nutrition from September 2019. It was further noted that:

- the FdSc Food Manufacture and Nutrition was an amalgamation of a recently discontinued programme, FdSc Food Manufacture, and the existing FdSc Food Nutrition and Health; there had been significant overlap between the two programmes;
- the new titles reflected better the revised content and focus of the courses;
- a CA3 course revision proposal had been received from the Faculty in respect of these revisions.

AGREED that it be recommended to the Academic Standards and Quality Enhancement Committee that the proposals be approved.

19.96 FdSc Applied and Medical Sciences at Northern Regional College (APAG/19/13c)

The Advisory Group considered a proposal to offer FdSc Applied and Medical Sciences in full-time mode at the College's Coleraine campus from September 2019. It noted that:

- the Faculty had undertaken a site visit to review the laboratory facilities, support staff and library services at the Coleraine campus and was satisfied that these were adequate to support the delivery of the programme; a second visit would be undertaken prior to the commencement of the programme at Coleraine;
- the Faculty would be seeking further reassurance from the College regarding staffing resources and would keep this matter under review;
- the Faculty stated that as the proposal would not have a significant impact on the University's resources it did not require a Resourcing Plan.

AGREED that it be recommended to the Academic Standards and Quality Enhancement Committee that the proposal be approved.

19.97 Programme Suspensions

It was noted that intake to the following programme at Southern Regional College had been suspended for the 2019/20 intake:

FdSc Applied and Medical Sciences (FT/PT) (Newry campus).

19.98 Programme Withdrawals

It was noted that the following programme had been withdrawn:

Last intake 2018/19

PgDip/MSc Coastal Zone Management (DL).

ULSTER UNIVERSITY BUSINESS SCHOOL (APAG/19/14)

19.99 Advanced Diploma in Management Practice (PT) (APAG/19/14a)

The Advisory Group considered a proposal and Course Costing to offer the Advanced Diploma in Management Practice at Hastings Hotels across Northern Ireland, as an outcentre, from 2019/20. It noted that:

- an employer work force development need had been identified;
- induction would take place on the University's Belfast campus, with module delivery in a range of Hastings hotels throughout Northern Ireland;
- the Department of Hospitality and Tourism Management had a long standing relationship with Hastings Hotel and already provided a suite of professional programmes for Hastings;
- the proposed initial student numbers were 10 per cohort;
- five existing modules and one new module would be taught;

- the programme would be delivered across two academic years (2019/20 and 2020/21) by staff from the Department of Hospitality and Tourism Management and from the Business Institute;
- there were no resource implications that would impact on the Faculty's ability to deliver the programme;
- external examiner support had been obtained;
- the higher fee required approval by the Director of Finance.

AGREED that it be recommended to the Academic Standards and Quality Enhancement Committee that the proposal be approved, subject to approval of the proposed fee.

19.100 MSc International Business (FT) (QAHE – London and Birmingham)  
Extended MSc International Business (FT) (QAHE – London and Birmingham)  
 (APAG/19/14b)

The Advisory Group noted that Chair's action had been taken to approve a proposal to introduce two additional pathways (Human Resource Management (HRM) and Data Analytics) from 2019/20 at QAHE (London and Birmingham), in both programmes. It further noted that:

- the proposal was in response to a request from QAHE;
- the new pathways, although added to the home programme, would not be available at Magee in September 2019;
- the two pathways, which had been created by the inclusion of a new 15-credit point module for each, alongside existing designated modules and a focussed dissertation, would recruit three times a year at QAHE at each campus;
- students could take two pathways – HRM or Data Analytics and the existing Advanced Practice pathway; both pathways would be named on the award parchment;
- external examiner support had been obtained;
- the minimum viable cohort had been set at 20 students; QAHE expected the pathways to attract an additional 45 students in the September intake, an additional 30 students in the January intake and an additional 20 students in the May intake;
- no Course Costing had been submitted but emails provided referred to a new financial model agreed between the University and QAHE which gave a flat fee rate of £1,500 per student to the University for this course and the MBA (Min 19.101 refers).

AGREED that Chair's action to recommend to the Academic Standards and Quality Enhancement Committee that the proposal be approved be endorsed.

19.101 MBA (APAG/19/14c)

The Advisory Group noted that Chair's action had been taken to approve proposals to offer the MBA (including the 240-credit point MBA with Advanced Practice pathway) at QAHE Birmingham campus and to add January intakes in addition to the September intake at both QAHE London and Birmingham from 2019/20. It noted that:

- a January intake was currently offered at the Jordanstown campus;
- QAHE tutors would be required for additional module instances at both London and Birmingham and would be approved through the Recognised Teacher process;

- external examiner support had been obtained;
- there was a projected intake of 25 students (10 home and 15 international) for the January intake at London and projected intakes of 20 students (12 home and eight international) for the September intake at Birmingham and 20 students (10 home and 10 international) for the January intake;
- the Faculty was liaising with the Faculty Librarian regarding the library resources at QAHE.

AGREED that Chair's action to recommend to the Academic Standards and Quality Enhancement Committee that the proposals be approved be endorsed.

19.102 Proposed PgDip/MSc Agri-Food and Global Competitiveness (PT) (JN/BT) (Mins 18.79 [May 2018] and 18.99 [September 2018] refer)

It was noted that the Faculty had advised of a change in focus and consequently a change in title for the proposed PgDip/MSc Agri-Food and Global Competitiveness to 'Food Design and Innovation'. The title had been revised to reflect the new target market and the skillset of staff who had been recruited to deliver the programme. The Faculty had also confirmed that the start date would now be September 2020. The programme was scheduled for validation during 2019/20.

19.103 Proposed BSc Hons Business Studies (Final Year) (FT/PT), MSc Management (FT), MSc Marketing (PT), MBA (FT/PT) at City College, Doha, Qatar

The Advisory Group considered proposals and Course Costing to offer BSc Hons Business Studies (Final Year) in full-time and part-time modes, MSc Management in full-time mode, MSc Marketing in part-time mode and MBA in full-time and part-time modes from September 2019 at City College, Doha, Qatar. It noted that:

- it was proposed that City College be recognised as an Affiliate College of the University with franchised curricula and students would be registered as full students of the University;
- an initial site visit had been undertaken by Global Engagement and there was potential for City College to be a University-wide partner, first in the area of Business and the Foundation course, with future possibilities in the areas of Engineering, Sports Science and Education; Global Engagement was also conducting due diligence for the matters within its responsibility;
- the Faculty Assessment section of the CA2A proposal form had not been completed;
- following SLT consideration, Quality Enhancement had arranged a scrutiny event in regard to management and oversight by the Faculty (Due Diligence B1).

Members raised the following points which Professor Murphy agreed to take to the Due Diligence B1 event on 24 May:

- Mrs Peden queried how these TNE students would be accounted for in the Offshore Aggregate Data and the implications for licences for electronic databases;
- Mr McGivern stated that these students would be expected to contribute to the Graduate Outcome Survey; as this was undertaken 15 months after graduation, it would be necessary to ensure students were aware of this and that contact details for students were kept up-to-date.

The Advisory Group noted that staff at City College appeared to have experience of delivering at HND level and queried their experience of delivering final year of Honours degrees and Master's level programmes. Professor Farley advised that the teaching staff would be experienced staff, most of whom would be from the UK.

AGREED that it be recommended to the Academic Standards and Quality Enhancement Committee that the proposal be approved to proceed to planning and evaluation, subject to completion of the Faculty Assessment and the outcomes of the Due Diligence B1 event and Institutional Recognition visit.

#### 19.104 Programme Withdrawals

It was noted that the following programmes had been withdrawn:

##### Last intake 2017/18

Undergraduate Honours Subject: Marketing (JN) [Note: Minor strand only being withdrawn. Single Honours not withdrawn].

##### Last intake 2018/19

FdSc Business with Digital Technology at Northern Regional College (Ballymena – Part-time and Part-time 2 year, 3 semester, Coleraine – Full-time, Part-time and Part-time 2 year, 3 semester, Magherafelt - full-time, part-time and part-time 2 year, 3 semester and Newtownabbey – part-time and part-time 2 year, 3 semester) [Note: the programme remains at Ballymena and Newtownabbey campuses in full-time mode];

FdSc Business Services Management at South West College (Dungannon, Enniskillen and Omagh).

##### No intake

FdSc Leadership and Management at Northern Regional College (Ballymena).

#### 19.105 MARKETING INSIGHTS SERVICE

Mr Mottershead gave a presentation on market intelligence resources available to inform the development of the University's course portfolio and on the service offered by Strategic Marketing to Faculties. The service would reduce the market-research burden on Faculties. Proactive marketing analysis, including trend analysis, would be undertaken with reports provided. He emphasised the importance of early engagement by Faculties with the Faculty business partners and other members of his team for specific course developments to ensure adequate lead-times in market research and recruitment. A summary report could then be included in the CA1 proposed to APAG.

Members welcomed the support available to ensure evidence-informed planning. It was also noted that Global Engagement had developed a high-level predictive modelling tool for Faculties and that Student Planning and Information was able to offer guidance on bespoke reports from HEIDI plus. Global Online Education in addition was exploring a Studyportals tool. These various departments were expected to meet to ensure clear and coordinated information on the availability of resources.

#### 19.106 ENGLISH LANGUAGE POLICY FOR ADMISSIONS TO TAUGHT COURSES (APAG/19/18)

The Advisory Group received the finalised English Language Policy for Admissions to Taught Courses. It was noted that this policy had been approved by the Academic

Standards and Quality Enhancement Committee at its meeting on 13 March 2019, subject to minor revisions which had now been made.

#### 19.107 DATES OF MEETINGS 2019/20

The schedule of meetings was confirmed for 2019/20 as follows:  
September – November – January – March – May.

#### 19.108 TERMS OF REFERENCE AND MEMBERSHIP (APAG/19/19)

The Advisory Group reviewed the Terms of Reference and Membership.

AGREED that no changes be made at this time, but that the Terms of Reference may require revision in line with any future changes to the Academic Plan process.

Duration: 2 hours 35 minutes