

UNIVERSITY OF ULSTER

Paper No ASQEC/19/15c

ACADEMIC STANDARDS AND QUALITY ENHANCEMENT COMMITTEE

17 June 2019

Agenda Item 6.3

EXTENSION OF APPROVAL

Ulster University Business School

MSc Business Development and Innovation

COVER SHEET

Presenter: Professor H Farley

Action is required of the Committee as indicated below.

To consider a request from Ulster University Business School for a one-year extension of approval.

UNIVERSITY OF ULSTER

REQUEST TO EXTEND APPROVAL AND POSTPONE REVALIDATION

Form CA6b)

SECTION A: FACULTY REQUEST

FACULTY: ULSTER UNIVERSITY BUSINESS SCHOOL

SCHOOL: MANAGEMENT, LEADERSHIP AND MARKETING

SUBJECT UNIT NUMBER AND NAME: 5B1ai MSc Business Development and Innovation (with PgCert & PgDip exit awards)

MONTH/YEAR CURRENTLY SCHEDULED: November 2019

PERIOD OF EXTENSION REQUESTED: 1 year (November 2020)

COURSE(S): MSc Business Development and Innovation (with PgCert & PgDip exit awards)

REASON FOR REQUEST: UUBS wish to delay the revalidation of this course for at least one year, as part of the revised revalidation process. The Department currently has two other MSc programmes scheduled for revalidation in 19/20, so an extension would be beneficial in terms of resource allocation and workloads. The intention was also that this course could be revalidated alongside the BSc Business Studies programme in 2020/21, as one unit.

CURRENCY AND VALIDITY:

(Please confirm that the curriculum remains current and valid and provide evidence of this (eg extract from most recent external examiner reports and those of relevant professional, statutory and regulatory body)

The curriculum remains current and valid. The links with industry are strong and the course has a high level of input from practitioners and industry, both in terms of guest lecturing and as case organisations for assessment. For example, the Competitiveness module has been developed and refined through the relationship with Harvard Business School through the Microeconomics of Competitiveness network. The case organisation in that module is the Dairy Council for Northern Ireland, with students having to address the competitiveness challenges for the industry (especially around Brexit), presenting their findings to the Chief Executive of that organisation, with the expectation that some of the groups will also present to the wider Dairy Council Board meeting. Throughout, the curriculum is practitioner-led and developed and refined to meet the changing industry needs, through our close relationship with industry practitioners.

This was noted as a key strength of the course in the most recent External Examiner reports from Professor Eleanor Doyle and her immediate predecessor, Professor Gerard McElwee:

Prof Doyle:

“Applications to live cases in some modules adds some immediacy and variety to the assessment approaches employed. Across the assessments candidates have the opportunity to develop knowledge, skills and understanding appropriate to issues of international, national and more local levels...The programme compares very favourably with similar programmes at other institutions. The integration of live cases, and the capacity for students to leverage their

varied practical experience for both group and individual assessment are strong points of the programme."

Prof McElwee:

"This is an exceptionally interesting and exciting degree for both the students and the staff who work on it. It is commensurate with other programmes of a similar nature, and indeed the course team appear to reflect and implement feedback from employers and students...use of applied assignments is very good. Overall, (an) excellent course with mainly a strong teaching team in terms of both academic/subject knowledge and practical experience. Teaching methods including case studies and guest speakers are very good."

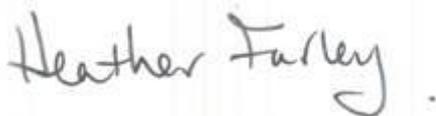
DEMAND:

Demand continues to remain steady for this Group 2 Postgraduate course, with 20 students enrolled onto the programme in September 2019. There are also a number of developments through Global Engagement activity, aimed at increasing the number of international students on the course.

FACULTY PARTNERSHIP MANAGER'S ASSESSMENT (for partner institutions only):

N/A

FACULTY CONFIRMATION:



SIGNED: _____
Associate Dean (Education)

DATE: 20/05/19 _____

The completed form should be returned to the Academic Office, Room J410, Tower Building, Coleraine.

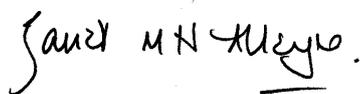
SECTION B: ACADEMIC OFFICE COMMENTS:

This course was revalidated in 2014/15 and is due for revalidation in 2019/20 whereas the other two courses in the revalidation unit are due to undergo revalidation in 2020/21. It had therefore been envisaged that an extension of the period of approval would be requested for this course in order to align the revalidation year in the unit. A review of the recent external examiner reports indicates no fundamental risk to quality and standards therefore the Academic Office endorses the proposed extension in order to align the revalidation schedule for the unit.



SIGNED: _____ DATE: 20 May 2019 _____
Academic Policy and Standards Manager or Head of Academic Office

SECTION C: QUALITY ENHANCEMENT ASSESSMENT (reflecting annual monitoring data)



SIGNED: _____ DATE: 22 May 2019 _____

SECTION D: ACADEMIC STANDARDS AND QUALITY ENHANCEMENT COMMITTEE
(delegated authority from Senate)

DATE OF COMMITTEE MEETING:

DECISION: Approve (Yes/No)

Late requests (in-year and no imminent Committee meeting) (actioned by Pro-Vice-Chancellor (Education) on behalf of ASQEC)

DECISION: Approve (Yes/No)

SIGNED: _____
Pro-Vice-Chancellor (Education)

DATE: _____

DATE REPORTED TO ASQEC:

Academic Office
July 2018