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Midlands Midwest**
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**Dámh an Ghnó agus na nDaonnachtaí
Faculty of Business and Humanities**

**An Roinn Margaíochta, Fiontar agus Cumarsáide Digiteach
Department of Marketing, Enterprise and Digital Communications**

Report of Differential Validation Panel

Differential Validation Panel, 29th April 2024

for the

Master of Business in International & Sustainable Business Strategy

and embedded

**Postgraduate Diploma in Business in International & Sustainable Business
Strategy**

1.0 INTRODUCTION

This report outlines, in summary form, the proceedings of the differential validation visit for the proposed M.Bus in International & Sustainable Business Strategy and the findings and conclusions of the Panel held on 29th April 2024. The validation was undertaken in accordance with TUS Academic Regulations. A differential validation panel makes an independent impartial judgement on a programme proposal.

2.0 GENERAL INFORMATION

2.1 Higher Education Provider

Institution: Technological University of the Shannon
Faculty: Business and Humanities
Department: Marketing, Enterprise, and Digital Communications
Date of Visit: 29th April 2024

2.2 Programmes Evaluated

Programme	Master of Business in International & Sustainable Business Strategy
Award Title	Master of business
NFQ Level	Level 9
ECTS Credits	90
Format	Masters Degree
Delivery Mode	Full-time/ACCS
Proposed Start Date	September 2024
Duration	1.0 Year

Programme	Postgraduate Diploma in Business in International & Sustainable Business Strategy
Award Title	Postgraduate Diploma
NFQ Level	Level 9
ECTS Credits	60
Format	Postgraduate Diploma
Delivery Mode	Full-time/ACCS
Proposed Start Date	September 2024
Duration	1.0 Year

2.3 Differential Validation Panel of Expert Assessors

<u>Name</u>	<u>Affiliation</u>
Prof. Marie Parker-Jenkins	Prof. Emeritus of Education
Mr. Shane Hill	Dundalk Institute of Technology
Ms. Katie O'Sullivan	KOS Consulting and Training
Ms. Shruti Nadagouda	Student Representative
Dr. Brendan Murphy	Secretary to Panel
Claire Frawley	Quality Officer

2.4 Institute Staff

Dean of Faculty of Business and Humanities TUS Midwest	Mr. Donnacha McNamara
Acting Dean of Business and Humanities TUS Midlands	Mr Michael Tobin
Head of Department of Marketing, Enterprise and Digital Communications Programme Coordinator	Dr. James Griffin Mr. Ken O' Brien

Programme Team

Ms. Louise Nugent
Ms. Gretanne Obeirne
Ms. Ronan O'Brien
Ms. Gillian Clogan
Ms. Nichola O'Connell

2.5 Documentation

1. Proposed Programme Document.
2. Summary of Rationale for the Proposal.
3. Summary of Comparative Programme Changes.
4. Report of Original Programme Validation Panel.
5. TUS Policy and Procedures for Differential Validation Policy of a Major Award.

3.0 FINDINGS AND RECOMMENDATIONS OF EXTERNAL VALIDATION PANEL

3.1 Main Findings

The Panel of Assessors recommends approval of the proposed *Master of Business in International and Sustainable Business Strategy* and embedded *Postgraduate Diploma in Business and International and Sustainable Business Strategy*

3.2 Conditions

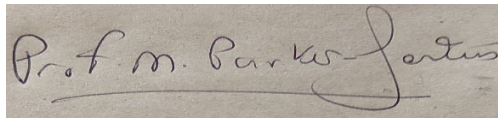
No conditions apply.

3.3 Recommendations

- 1) Strongly consider how the title of the programme aligns with the programme content including the module titles and their content, and with particular reference to the concepts of sustainability, marketing and business.
- 2) Embed the theme of 'Sustainability' throughout the curriculum to fully reflect its prominence in the revised programme title. This includes permeating the concept of 'Sustainability' through the Programme Learning Outcomes, Module Learning Outcomes, Indicative Content and Assessment.
- 3) Develop a working definition of the concept of 'Sustainability' for greater clarity and consistency in the context of the programme aims.
- 4) Maintain and enhance the important dedicated class space to facilitate independent learning, in line with the renewed emphasis on independent learning in the refreshed programme.
- 5) Consider how the marketing of the revised programme will reflect the new title of the programme.
- 6) Potentially consider the award/programme title as an MBA, as the Team moves toward the next programmatic review.

3.4 Commendations and Observations

- 1) The panel commend the integrated assessment elements used throughout the programme and noted the significant work involved.
- 2) The panel commend the early adoption and innovative use of Problem Based Learning (PBL). The panel note the complexity of PBL and were very impressed by the passion and enthusiasm of the programme team.
- 3) The panel commend the team for utilising the opportunity to refresh the overall programme offering.
- 4) The panel thank the programme team for the helpful documentation including the rationale for the programme changes and comparative mapping.
- 5) The panel appreciated the constructive discussions, and the helpful clarifications provided by Management and the Programme Team.

A rectangular box containing a handwritten signature in cursive script, which reads "Prof. M. Parker-Jones".

Signature of Chairperson

Date: 20/08/2024