



TUS

**Technological University of the Shannon:
Midlands Midwest**
Ollscoil Teicneolaíochta na Sionainne:
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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, 30th April 2024

for the

Master of Science in Marketing and Analysis

and embedded

Postgraduate Diploma in Science in Business Analytics

1.0 INTRODUCTION

This report outlines, in summary form, the proceedings of the differential validation visit for the proposed *Master of Science in Business Analytics* 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

Institute: 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 Science in Business Analytics
Award Title	Master of Science
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 Science in Business Analytics
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

Name	Affiliation
Emeritus Prof. Marie Parker-Jenkins	University of Limerick
Dr. Breda O Dwyer	Munster Technological University
Mr. Ian Rockett	Northern Trust
Mr. Darragh Curran,	Student Representative
Dr. Brendan Murphy	Secretary to Panel
Claire Frawley	Quality Officer

2.4 Institute Staff

Mr. James Collins	Head of Department of Business & Financial Services
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Programme Team

Dr. Matthew Hourigan	Programme Coordinator
Orla Watson	
Jennifer Dann	
Eric McNamara	
Damien MacNamara	
Rakibul Sitab	

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 if 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 Science in Business Analytics* and embedded *Postgraduate Diploma in Science in Business Analytics* and *Postgraduate Certificate in Science in Business Analytics*.

3.2 Conditions

No conditions apply.

3.3 Recommendations

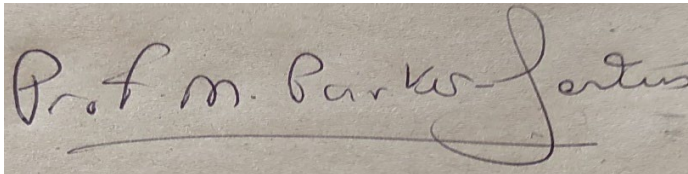
- 1) Provide a student handbook and make explicit the supports available to students including those for independent learning, academic writing skills and English language supports.
- 2) Consider how dedicated support and CPD can be provided for staff to support student independent learning and its assessment, including the development of asynchronous and online resources. Engage with the CPID centre in this context.
- 3) Consider how data visualisation can be enhanced in relation to data sets used across modules up to and including dissertations.
- 4) Conduct a review of the impact of the programme changes on student engagement and progression rates, as part of ongoing monitoring.
- 5) Maintain and enhance the important class space to facilitate independent learning, in line with the renewed emphasis on independent learning in the revised programme.

3.4 Commendations and Observations

- 1) The panel commend the team for their pragmatic approach to the TUS Masters Framework and their openness to revise the programme.
- 2) The panel note the manner in which the team upheld the academic integrity and scholarship within the revised programme.
- 3) The panel commend the adjustment and reallocation of directed to independent learning in a manner that supports learning. The development of the assessment strategies and their linking to the enhanced independent learning hours is appropriate.
- 4) The panel thank the programme team for the comprehensive documentation including the rationale for the programme changes, comparative mapping and revised programme document.
- 5) The panel notes the popularity of the programme and its work-based relevance.

6) The panel appreciated the detailed and rigorous discussions and the helpful clarifications provided by Management and the Programme Team.

Signature of Chairperson _____

A photograph of a handwritten signature in dark ink on a light-colored, textured paper. The signature reads "Prof. M. Parker-Jentus" in a cursive script. A horizontal line is drawn underneath the signature.

Date: 20/08/2024