



TUS

**Technological University of the Shannon:
Midlands Midwest**

Ollscoil Teicneolaíochta na Sionainne:
Lár Tíre Iarthar Láir

www.tus.ie

Faculty of Business and Humanities

Department of Marketing, Enterprise and Digital Communication

Department of Flexible Learning

Report of Differential Validation Panel

17/06/2024

for the

Higher Diploma in Business in Digital Marketing (Part-time)

Higher Diploma in Business in International Business (Part-time)

Postgraduate Diploma in Business in Digital Marketing and Analytics (Part-time)

Master in Business in Leadership in Health & Well-being in the Workplace (Part-time)

Postgraduate Diploma in Leadership in Health & Well-being in the Workplace (Part-time)

1.0 INTRODUCTION

This report outlines, in summary form, the proceedings and findings of the differential validation visit for the proposed

- Higher Diploma in Business in Digital Marketing (Part-time)
- Higher Diploma in Business in International Business (Part-time)
- Postgraduate Diploma in Business in Digital Marketing and Analytics (Part-time)
- Master in Business in Leadership in Health & Well-being in the Workplace (Part-time)
- Postgraduate Diploma in Leadership in Health & Well-being in the Workplace (Part-time)

held on 17th June 2025. The differential validation visit was undertaken in accordance with TUS Academic Regulations. 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

Provider	Technological University of the Shannon (TUS)
Faculty	Business and Humanities
Department	Dept. of Marketing and Digital Communications & Dept. of Health, Tourism and Wellness.
Date of Visit	17 th June 2025

2.2 Programme Evaluated

Programme Title	Higher Diploma in Business in Digital Marketing (Part-time)
Award Title	Higher Diploma in Business
NFQ Level	8
ECTS Credits	60
Delivery Mode	Part-time, Blended/Online
Duration	2 years
Proposed Starting Date	September 2025

Programme Title	Higher Diploma in Business in International Business (Part-time)
Award Title	Higher Diploma in Business
NFQ Level	8
ECTS Credits	60
Delivery Mode	Part-time, Blended/Online
Duration	2 years
Proposed Starting Date	September 2025

Programme Title	Postgraduate Diploma in Business in Digital Marketing and Analytics (Part-time)
Award Title	Postgraduate Diploma in Business
NFQ Level	9
ECTS Credits	60
Format	Part-time, Blended/Online
Duration	2 years
Proposed Starting Date	September 2025

Programme Title	Postgraduate Diploma in Business in Leadership in Health & Well-being in the Workplace (Part-time)
Award Title	Postgraduate Diploma in Business
NFQ Level	9
ECTS Credits	60
Delivery Mode	Part-time, Blended/Online
Duration	2 years
Proposed Starting Date	September 2025

Programme Title	Master in Business in Leadership in Health & Well-being in the Workplace (Part-time)
Award Title	Master in Business
NFQ Level	9
ECTS Credits	90
Delivery Mode	Part-time, Blended/Online
Duration	2.5 years
Proposed Starting Date	September 2025

2.3 Differential Validation Panel of Expert Assessors

<u>Name</u>	<u>Affiliation</u>
Prof. Marie Parker Jenkins	Prof. Emeritus of Education (Chairperson)
Ms. Aisling Kelleher	AK Marketing
Dr. Jennifer McMahon	UL
Ms. Fiona Murphy	Student Representative

Dr. Brendan Murphy, Head of Quality, TUS- Secretary to the Panel

Ms. Claire Frawley, Quality Officer, TUS

2.4 University Staff

<u>Name</u>	<u>Affiliation</u>
Dr. James Griffin	Dean of Business and Humanities
Mr. Seamus Hoyne	Dean of Flexible Learning
Dr. Orlaith Borthwick	Head of Department of Flexible Learning
Programme Team	Dermot Maleney, Owen Dunne, Geraldine McGrath, Rachel Walsh, Cara Callaghan, Matthew Cannon, Teresa Nash Casey, Aisling Burke, Garrett Greene, Declan O'Rahilly, Kathleen O'Shea

3.0 FINDINGS AND RECOMMENDATIONS OF EXTERNAL VALIDATION PANEL

3.1 Findings

The External Validation Panel of Assessors recommends approval of the proposed programme and associated embedded awards listed, subject to the Conditions and Recommendations specified in Sections 3.2 and 3.3, respectively:

- Higher Diploma in Business in Digital Marketing (Part-time)
- Higher Diploma in Business in International Business (Part-time)
- Postgraduate Diploma in Business in Digital Marketing and Analytics (Part-time)
- Master in Business in Leadership in Health & Well-being in the Workplace (Part-time)
- Postgraduate Diploma in Leadership in Health & Well-being in the Workplace (Part-time)

3.2 Conditions

No conditions apply.

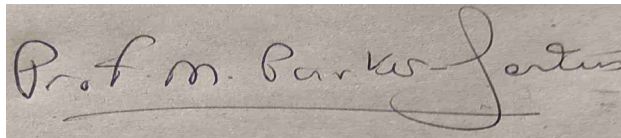
3.3 Recommendations

- 1) Review and revise the teaching and learning strategy, and the assessment strategy for the Research Methods Module in the *Leadership in Health & Well-being in the Workplace* programme suite.
- 2) Review the timing of assessments across the programme suite to ensure there are no assessment bottlenecks.
- 3) Continue to integrate and react to emerging trends in topical areas across the programme suite, including Digital Wellbeing, Digital Design, E-Commerce, Ethical Challenges of Wellbeing Practice, Geo-political Contexts *inter alia*.
- 4) Integrate further learning on brand building and brand pitching in the *Postgraduate Diploma in Business in Digital Marketing and Analytics*.
- 5) Review the recommended reading lists across all programmes and update to the most recent and relevant references as appropriate.

3.4 Commendations and Observations

The panel:

- 1) commends the programme team for the work involved in the development of the Part-time programme offerings presented, noting this will create significant opportunities for life-long learning.
- 2) thank the programme team for the comprehensive documentation, including the summary rationale for the programme changes and revised programme documents.
- 3) appreciated the detailed and rigorous discussions and the helpful clarifications provided by Management and the Programme Team.

A handwritten signature in dark ink on a light-colored, textured background. The signature reads "Prof. M. Parker-Jones" in a cursive script. The name "Parker-Jones" is written with a hyphen and a large, flowing "J".

Signature of Chairperson

Date: 17/06/2025