



**TUS**

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

Ollscoil Teicneolaíochta na Sionainne:  
Lár Tíre Iarthar Láir

**www.tus.ie**

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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**

**06/12/2024**

**for the**

**Bachelor of Business (Hons) in Business Studies (AI for Enterprise)  
240 credits**

## 1.0 INTRODUCTION

This report outlines, in summary form, the proceedings and findings of the differential validation visit for the proposed **Bachelor of Business (Hons) in Business Studies (AI for Enterprise)** held on 6<sup>th</sup> December 2024. The differential validation visit 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	TUS: Midlands Midwest
Faculty	Business and Humanities
Department	Marketing and Digital Communications
Date of Visit	6th December 2024

### 2.2 Programme Evaluated

Programme Title	<b>Bachelor of Business (Hons) in Business Studies (AI for Enterprise)</b>
Award Title	<b>Bachelor of Business</b>
NFQ Level	8
ECTS Credits	240
Format	<b>Bachelor of Business Degree</b>
Delivery Mode	Full-time
Duration	4 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)
Mr. David O'Callaghan	SETU
Mr. Steve Ryan Doyle	Symetric Ireland
Katrin Weittenhiller	Student Representative

### **2.4 TU Staff**

<u>Name</u>	<u>Affiliation</u>
Dr. James Griffin	Head of Department of Marketing and Digital Communications
Programme Leaders	Dr. Paul O'Keeffe and Jennifer Lawlor
Programme Team	Rachel Walsh, Teresa Nash Casey, Derek McInerney, PJ Ryan, Aisling Burke

### **2.5 Documentation**

- 1) Proposed Programme Document.
- 2) Module Documents
- 3) Summary of Comparative Programme Changes.
- 4) TUS Policy and Procedures for Differential Validation Policy if a Major Award.
- 5) Additional as relevant

### **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:

#### **Bachelor of Business (Hons) in Business Studies (AI for Enterprise)**

#### **3.2 Conditions**

No conditions apply.

#### **3.3 Recommendations**

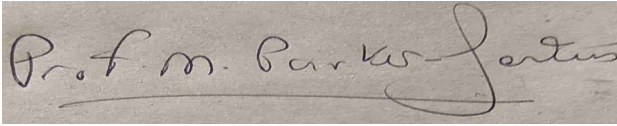
- 1) Consider how the balance of continuous assessment and final exams is implemented in the first semester to support the workload for first year students.
- 2) Consider developing a programme specific document that outlines plagiarism guidelines and how AI tools are to be used in the programme. This should be distributed to students at the start of the programme to ensure they are aware of the guidelines within TUS and that they sign and acknowledge the policy.
- 3) Review the support documentation in relation to groupwork to reflect how the use of AI is managed and documented.
- 4) Consider how the student content that is being presented will be managed and what approaches can be implemented to ensure the academic integrity and quality assurance of the work.
- 5) Review the topic of Data Management: as students' progress through the programme, ensure they have a strong awareness of data management and related ethics for managing data.
- 6) Encourage an ongoing review of resources to ensure that they are recent and relevant in a rapidly changing environment.

#### **3.4 Commendations and Observations**

The panel commend the programme team for:

- 1) The panel commends the team for the development of this programme to address the need in industry for graduates with a knowledge and understanding of AI tools.
- 2) The panel notes how the team upheld the academic integrity and scholarship within the revised programme.

- 3) The panel thank the programme team for the comprehensive documentation including the rationale for the programme changes, comparative mapping and revised programme document.
- 4) The panel appreciated the detailed and rigorous discussions and the helpful clarifications provided by Management and the Programme Team



Prof. M. Parker-Jentus

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Signature of Chairperson

Date: \_\_14\_\_ / \_\_01\_\_ /2025\_\_