



**TUS**

**Technological University of the Shannon:  
Midlands Midwest**  
Ollscoil Teicneolaíochta na Sionainne:  
Lár Tíre Iarthar Láir

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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 External Validation Panel**

**External Validation Panel, 22nd February 2022**

**for the**

**Bachelor of Business (Hons) in International Business Studies (Level 8) Bachelor  
of Business in International Business Studies (Level 7)  
Higher Certificate in Business in International Business Studies (Level 6)**

## 1.0 INTRODUCTION

This report outlines, in summary form, the proceedings of the external validation visit for the proposed Bachelor of Business (Hons) in International Business Studies, and embedded awards, Bachelor of Business in International Business Studies, Higher Certificate in Business in International Business Studies, and the findings and conclusions of the External Validation Panel on 22nd February 2022.

The external validation visit was undertaken in accordance with TUS Academic Regulations. An external validation panel makes an independent impartial judgement on a programme

## 2.0 GENERAL INFORMATION

### 2.1 Higher Education Provider

Institute: Technological University of the Shannon: Midlands Midwest  
Faculty: Business and Humanities  
Department: Marketing, Enterprise, and Digital Communications  
Date of Visit: 22<sup>nd</sup> February 2022

### 2.2 Programmes Evaluated

Programme Title: **Bachelor of Business (Hons) in International Business Studies**  
Award Title: Bachelor of Business  
NFQ Level: Level 8  
Duration: 4 years Full time  
ECTS Credits: 240

Programme Title: **Bachelor of Business in International Business Studies**  
Award Title: Bachelor of Business  
NFQ Level: Level 7  
Duration: 3 years Full time  
ECTS Credits: 180

Programme Title: **Higher Certificate in Business in International business Studies**

Award Title: Higher Certificate  
NFQ Level: Level 6  
Duration: 2 years Full time  
ECTS Credits: 120

**2.3 External Validation Panel of Expert Assessors**

<u>Name</u>	<u>Affiliation</u>
Dr. Billy Bennett	LYIT (Chairperson)
Dr. Seán Tanner	UCC Dr.
Pio Fenton	MTU
Mr. Michael Quilligan	Tait House Community Enterprise CLG
Mr. John Clohessy	TippyTalk
Ms. Jelena Cirkovic	Student Representative

**2.4 Institute Staff**

President	Prof. Vincent Cunnane (Apologies)
Vice President Academic Affairs & Registrar	Dr. Terry Twomey (Apologies)
Dean of Faculty	Mr. Donnacha McNamara
Head of Department of Marketing, Enterprise and Digital Communications	Dr. James Griffin

Programme Development Team

Geraldine McGrath  
Marion Carroll  
Gillian Dooley  
Patricia Quigley  
Erasmus Representative - Fisayo Ayodele

## **3.0 FINDINGS AND RECOMMENDATIONS OF EXTERNAL VALIDATION PANEL**

### **3.1 Main Findings**

The External Validation Panel of Assessors recommends approval of the proposed Bachelor of Business (Honours) in International Business Studies; Bachelor of Business in International Business Studies; Higher Certificate in Business in International Business Studies subject to the condition and recommendations as specified in Section 3.2 and 3.3, respectively.

### **3.2 Conditions**

3.2.1 In proposing a mandatory language, either: (i) include a minimum LCE language requirement in the entry requirements for the programme; or (ii) deliver the language modules in two separate streams in Stages 1 and 2 to address the range of language competencies of entrants onto the programme. Clearly articulate the mapping of individual language modules to the CEFR.

### **3.3 Recommendations**

3.3.1 Make explicit in the programme documentation and promotional material that language is a mandatory part of the programme.

3.3.2 Consider the opportunities presented by offering a Spanish language stream on the programme; an English language stream may be considered for non-native English language speakers.

3.3.3 Clarify in the programme submission and any special regulations and promotional materials that one Semester abroad is mandatory (Work Placement or Study Abroad); A Work Placement with an Irish company operating in an international context may be an appropriate alternative to the other semester.

3.3.4 Ensure that there is sufficient resourcing, preparation, planning, communication and ongoing supports for students taking study or work placement abroad.

3.3.5 Make explicit the minimum requirements (ECTS) for international business modules which must be taken and any minimum language learning requirements on the study abroad semester.

3.3.6 Review programme learning outcomes to ensure all are written at the appropriate level, using measurable active verbs.

- 3.3.7 Review the opportunities for student choice on the programme, through the provision of some electives in Stages 3 and 4 (e.g., Technology or Enterprise, against Service Marketing in Semester 5).
- 3.3.8 Consider the opportunities to offer some capstone modules of 10 ECTS in place of 2 x 5 ECTS modules (e.g., Language and Culture 3 and 4).
- 3.3.9 Consider the appropriateness of the positioning of HRM in Semester 1.
- 3.3.10 Consider how Operations Management could be further enhanced in the delivery of programme.
- 3.3.11 Include Programme Learning Outcomes mapped to Award Standards and Programme Schedules for the two embedded awards.

### **3.4 Commendations and Observations**

- 3.4.1 The panel commends the quality of the programme submission and documentation and noted that it is comprehensive and well structured.
- 3.4.2 The panel notes the clear need for the programme and commends the team for developing an offering that that fills a niche in the market.
- 3.4.3 The panel commends the positive engagement of the programme team with the validation panel and thanks them for their engagement on the day.
- 3.4.4 The panel commends the Teaching, Learning and Assessment Strategy and particularly the balance of assessment which is well designed and thought out.



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Signature of Chairperson and Date