

23/07/2014

Institutional Response: External Examiner Annual Report 2013-2014 - MBA (Marketing and Strategy modules)

Dear Professor Wilson

I am writing further to the receipt of your External Examiner's Report.

In accordance with our standard practice, a copy of the Report is being forwarded to the School concerned, who will use its contents to help inform its Annual Review and Enhancement process. The University is pleased to note your positive comments, including:

- a. [1, 2 and 3] your positive indications regarding the programme structure, academic standards and assessment process;**
- b. [6] your commendation of "good detailed feedback provided to the students" on many of the modules.**

Your Report does not appear to raise any specific issues that require a more detailed response. Accordingly, the School has not been asked to respond formally to the Report.

In order to meet the expectations of the QAA Quality Code, both the External Examiner Annual Report and this Institutional Response will be published on Registry web pages and will be available publically.

The University's provision of the formal Institutional Response is not intended to constrain direct communication between schools and their External Examiners. Schools are encouraged to discuss with their External Examiners any matters of detail raised in their Reports and, more widely, any issues impacting on the quality and standards of awards, including possible changes to programmes.

We are most grateful for your comments and for your support in this matter.

Yours sincerely,

Dr C B Turner
Director of Student Services and Governance