

INSTITUTIONAL RESPONSE: EXTERNAL EXAMINER REPORT 2013-2014 - BSc in Business Management, all routes (Logistics & Operations Management)

Dear Professor Dani,

I am writing further to your External Examiner's report for the above programme(s). Your Report has been considered by the Cardiff Business School in accordance with our approved procedures. I am, therefore, now in a position to respond on behalf of the Vice-Chancellor to the main points you had raised.

Issues Highlighted

Your Report raised issue(s) which have been referred for consideration by the School.

- 1. [4] your report of "small tweaks required to make sure everyone follows the assessment process as set by the school" (in the areas of providing feedback to students and external examiners and in "assessing to the criteria");**
- 2. [6] your observation particular to an identified final year module of "quite a few instances...where the examiner had mentioned that the student did not provide a good literature review or that it was inappropriate" and related comments.**

The following response has been provided on behalf of the School.

"The Business School thanks Professor Dani for the positive remarks in sections one and two of the report. We are encouraged to note that our structure and academic standards are considered appropriate and rigorous.

We note the comments in sections three regarding 'feedback not matching the marks provided or marking not reflective of the assessment criteria' and further that Professor Dani has passed these comments on via module feedback. We will remind staff to ensure that they reflect on the comments received.

In section four, Professor Dani has made three specific remarks, specifically 'providing appropriate feedback (which is present in most assessments), assessing to the criteria set at the outset and providing sufficient feedback in the coursework (for students and the external) and in the exams (for the external) to understand clearly why the mark was appropriate' as requiring action. We will pass on these comments to ALL staff (not just the Operations Management module staff) at the Board of Study and to the Quality Office to ensure that colleagues reflect on their practice for the coming session.

We thank Professor Dani for the positive remarks in sections six, and for the particular comments regarding student skills in writing literature reviews. We are currently reviewing the entire Business Management review process, including methods of assessment. It is hoped that the new scheme will isolate academic and practical skills and assess them formatively and summatively much earlier in the programme through study skills modules. This will help to prevent issues like this arising in future."

Positive Comments

The School and University are pleased to note your positive comments on the School's provision including:

- a. [1, 2 and 3] your positive indications regarding the programme structure, academic standards and assessment process;
- b. [6] your commendation of the challenging coursework assignments that “provide a good problem centred learning environment to the students” and of “particularly noteworthy” feedback provided to students in some modules.

I hope that you will find this response satisfactory and thank you for your service as External Examiner.

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.

Dr S L Williamson

for Dr C B Turner
Academic Registrar