

INSTITUTIONAL RESPONSE: EXTERNAL EXAMINER REPORT 2013-2014 - BSc in Business Management (and all routes) (Marketing and Strategy modules)

Dear Professor Hingley,

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. [3] your minor criticism that “sometimes students are not clearly informed on exam papers of the value of each question, or sub-sectioned questions, in terms of exact marks available for the question and each part”;**
- 2. [3] your indication that feedback “can be lacking on some examination scripts, such that sometimes the external cannot identify the logic of the mark attributed.**

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

Cardiff Business School should like to welcome Professor Hingley to the Business School for his first year as external examiner and thank him for his contribution to assessment and examination practice during this period. This response offers feedback for points raised in the external examiner's report.

In sections one and two Professor Hingley praises the business school for appropriate structure and academic standards. The Business School welcomes this positive feedback and will ensure that marketing modules continue to provide effective coverage of the topic area as part of the current review of the Business Management scheme. Spread of marks and creep are key areas within which we share the concerns of Professor Hingley and we are pleased to see that he considers these areas well managed.

In section three we note comments regarding detailing marking criteria on exam papers. This will be fed back to the quality office so that it can be taken forward and incorporated into our guidelines to ensure a consistent approach on exam papers. Furthermore, we note the comments regarding making it clearer which papers have been second marked and how papers have achieved the given grades. Again, this will be fed back to the quality office and disseminated to colleagues to improve practice.”

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. [2] your confirmation that “Tutors use the full marking scale and award high performing students appropriately without ‘over-marking’;**
- c. [5] your commendation of the University induction day and of support received from the School's examination office;**

d. [6] your commendation of “Module analysis, reports [and] comparable marking data (where used by some tutors)” which “should be rolled out for all modules/subjects”.

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