

Academic & Student Support Services
Academic Registrar
Simon Wright LLB
Gwasanaethau Academaidd a Chefnogi Myfyrwyr
Cofrestrydd Academaidd
Simon Wright LLB



Sent by email to mhingley@lincoln.ac.uk

13 October 2015

Dear Professor Hingley,

Re: Institutional Response: External Examiner Annual Report 2014 – 2015

I am writing further to the receipt of your External Examiner's Report for the BSc in Business Management (and all routes) (Marketing and Strategy modules).

Your Report has been considered by the 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.

Issue(s) Highlighted:

1. your suggested addition of a final year dissertation;
2. your reiterated recommendation that good practice exhibited by some markers in the provision of feedback to students be extended;
3. your suggestion that consideration is given to a roll-out of online assessment.

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

1. The School is in the process of reviewing the undergraduate curriculum and we will feed your suggestion into that review;
2. The School is gathering examples of good practice and will be sharing and encouraging the adoption of these more widely across the School through the creation of an Assessment and Feedback Manual;
3. With regard to online marking, to date the School has taken the approach of encouraging staff to use grademark and providing training as needed. However, your suggestion of rolling this out for general implementation will be passed on to our Director of Assessment and Feedback for consideration.

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The University is pleased to note your positive comments including:

1. your positive indications regarding the programme structure, academic standards and assessment process;
2. your particular commendation of a cohesive and effective final year structure, and of model answers, module reports and year on year mark profiling.

I hope that you will find this response satisfactory and we thank you for your continued support of the programme.

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 the University website and will be available to all students and staff.

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,



Mr Simon Wright
Academic Registrar