

Academic & Student Support Services
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Simon Wright LLB



Sent by email to g.christodoulides@bbk.ac.uk

17 August 2015

Dear Professor Christodoulides,

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

I am writing further to the receipt of your External Examiner's Report for the MSc in Strategic Marketing.

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. There is evidence of second/sample marking on exam scripts and assignments but this could be more clearly documented by means of a dedicated form;
2. Last year's comments about the weak and often inconsistent presentation of material to the External Examiner has not improved;
3. Improvement in the administration of the External Examining process to include a specific administrator in the PG office and for each module, it is necessary to receive the module outline, a module convenor report, and the distribution of marks with means and SD.

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

1. The adoption of a Programme Specific form was discussed during a section meeting. However, the adoption of such a form has been postponed as the school is looking at developing a generic form for the second marking which will be available to external examiners and will ensure the provision of the same high standard across module and programmes.
2. We shall review the information sent as suggested to ensure that it is of maximum value to the Externals.
3. The Postgraduate Hub is in its first year of operation and we welcome the feedback from the External Examiner on how we may improve our processes. The aim of the PG Hub was that all Hub Administrators are able to deal with any query or task within their remit, including the administration of the External Examiner process. We

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appreciate however that a primary named contact for each External Examiner would be useful and we will feed this recommendation in to our ongoing review of the Hub.

The University is pleased to note your positive comments including:

1. Your positive indications regarding the programme structure, academic standards and assessment process;
2. The high quality of academic standards, rigour of marking (first and second), and quality of feedback provided to students by colleagues.

I hope that you will find this response satisfactory and thank you for your continued support of the programme and we are most grateful for your valuable input into this process.

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 Student Intranet 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