

Academic & Student Support Services
Academic Registrar
Simon Wright LLB
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Cofrestrwydd Academaidd
Simon Wright LLB



Sent by email to alan.wilson@strath.ac.uk

14 August 2015

Dear Professor Wilson,

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

I am writing further to the receipt of your External Examiner's Report for the MBA (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. BST524 International Business could possibly be brought into line with all of the other modules by increasing the rigour and ensuring that a greater breadth of the module is assessed.

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

1. We are grateful for this suggestion which has been discussed with the lecturer concerned. Appropriate adjustments will be made in the coming year.

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 programme continues to demonstrate high standards and care for the students;
3. Very detailed and constructive feedback on coursework.

I hope that you will find this response satisfactory and thank you for your continued support of the programme. As this is your final year as External Examiner, we would like to thank you for your service 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.

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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