



EXTERNAL EXAMINER ANNUAL REPORT FORM

The completion of this Report is supported by *Annual Report Form – Guidance to External Examiners*. The Guidance and this Form are available at: <http://www.cardiff.ac.uk/regis/ifs/exex/rep/index.html>. Fee information and claim forms are available at: <http://www.cardiff.ac.uk/regis/ifs/exex/fees/index.html> .

	For completion by External Examiner:		
Name of External Examiner:	Prof Alan Wilson		
Home Institution / Employer of External Examiner:	University of Strathclyde Business School		
Programme and / or Subjects Covered by this Report:	MBA (Marketing)		
	BST513 Marketing		
	BST522 - Strategic Management		
	BST523 - Marketing Management		
	BST524 - International Business		
	BST525 - Business Plan/ Skills		
	BST532 - Marketing Research		
	BST536 - Consumer Behaviour		
	BST537 - Electronic Business		
	BST538 - Global Marketing		
	BST545 - Advances in Strategic Management		
	BST547 - Digital Media Management		
	BST605 - Marketing		
	BST606 - Strategic Management		
BST609 - International Business			
BST613 - Business Analysis			
Academic Year / Period Covered by this Report:	2014/15	Date of Report:	20 July 2015

For completion by External Examiner in the spaces provided. Please extend spaces where necessary. **Please note this Form will be published online.**

1. Programme Structure

Appropriate Programme structure for an MBA – similar to other MBAs at leading business schools.

2. Academic Standards

Appropriate academic standards set and maintained.

3. The Assessment Process

Assessment procedures are appropriate for a MBA – they are set at the correct level and consist of a good mix of exams and assignments. 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. For all other modules assessment is in line with other high quality MBAs.

4. Year-on-Year Comments

Continues to demonstrate high standards and care for the students.

5. Preparation / Induction Activity (for new External Examiners only)

6. Noteworthy Practice and Enhancement

Very detailed and constructive feedback on coursework.

7. Appointment Overview (for retiring External Examiners only)

8. Annual Report Checklist

Please include appropriate comments within Sections 1-7 above for any answer of 'No'.

		Yes (Y)	No (N)	N/A (N/A)
Programme/Course Information				
8.1	Did you receive sufficient information about the Programme and its contents, learning outcomes and assessments?	X		
8.2	Were you asked to comment on any changes to the assessment of the Programme?			X
Draft Examination Question Papers				
8.3	Were you asked to approve all examination papers contributing to the final award?	X		
8.4	Were the nature, spread and level of the questions appropriate?	X		
8.5	Were suitable arrangements made to consider your comments?	X		
Marking Examination Scripts				
8.6	Did you receive a sufficient number of scripts to be able to assess whether the internal marking and classifications were appropriate and consistent?	X		
8.7	Was the general standard and consistency of marking appropriate?	X		
8.8	Were the scripts marked in such a way as to enable you to see the reasons for the award of given marks?	X		
8.9	Were you satisfied with the standard and consistency of marking applied by the internal examiners?	X		
8.10	In your judgement, did you have the opportunity to examine a sufficient cross-section of candidates' work contributing to the final assessment?	X		
Coursework and Practical Assessments				
8.11	Was the choice of subjects for coursework and / or practical assessments appropriate?	X		
8.12	Were you afforded access to an appropriate sample of coursework and / or practical assessments?	X		
8.13	Was the method and general standard of assessment appropriate?	X		
8.14	Is sufficient feedback provided to students on their assessed work?	X		
Clinical Examinations (if applicable)				
8.15	Were satisfactory arrangements made for the conduct of clinical assessments?			X
Sampling of Work				
8.16	Were you afforded sufficient time to consider samples of assessed work?	X		
Examining Board Meeting				

		Yes (Y)	No (N)	N/A (N/A)
8.17	Were you able to attend the Examining Board meeting?	X		
8.18	Was the Examining Board conducted properly, in accordance with established procedures and to your satisfaction?	X		
8.19	Cardiff University recognises the productive contribution of External Examiners to the assessment process and, in particular, to the work of the Examining Board. Have you had adequate opportunities to discuss the Programme and any outstanding concerns with the Examining Board or its officers?	X		
Joint Examining Board Meeting (if applicable)				
8.20	Did you attend a Composite Examining Board, i.e. one convened to consider the award of Joint Honours degrees?			X
8.21	If so, were you made aware of the procedures and conventions for the award of Joint Honours degrees?			X
8.22	Was the Composite Examining Board conducted according to its rules?			X

Please return this Report, preferably in a Microsoft Word format, by email to:

ExternalExaminers@cf.ac.uk

Your fee and expenses claim form and receipts, should be sent electronically to the above email address or in hard copy to:

Clive Brown, Registry Officer, Registry & Academic Services, Cardiff University,
McKenzie House, 30-36 Newport Road, Cardiff, CF24 0DE