

MSc Strategic Management Revalidation

School Response to Panel Report

03.06.20

The School, and the Programme Team, would like to thank the panel for a very enjoyable and insightful revalidation event. We thank the panel for their recommendations, which we have discussed in detail. Please see our responses below.

Recommendations

The programme has a heavy workload and assessment schedule. The School should continue to reflect on the student workload for each assessment Vis a Vie its weighting on the programme. The panel encourages the School to make available further details to students on the assessment requirements including grading rubrics.

The Programme Team will review the assessment schedule to ensure a balanced workload between and within semesters. As part of this process, weightings will be viewed against word count and likely time commitment. In line with College activities in this area, the team will make greater use of rubrics to ensure clarity of expectations for students and to further enhance their learning.

The programme team could review the MSc programme entry criteria in line with the requirements for the programme.

The entry criteria will be set as a 2.1 Honours Degree with 2.2. applicants considered on a case-by-case basis. As an interview already forms part of the application process, this requires no additional work. Setting the entry criteria as 2.1 will help to ensure a pool of strong applicants.

The school should keep under review the range of available optional modules for each cohort on the programme and consider in the future developing bespoke optional modules for this programme.

The School will ensure to offer the best possible suite of optional modules, including modules in new and emerging areas.

The programme team should continue to recognise the importance of the theoretical underpinnings on the programme and whilst maintaining the strong theoretical focus continue to provide real life practical applications of this theory, including the live case studies and business stimulations.

This approach is at the heart of what we do and we will ensure to continue to balance theory with application through engaging learning and assessment approaches.

The school could review the technology covered on the programme and consider embedding technological applications and principles (e.g. Macros, SPSS, Project Management, Specific Financial Mathematical Applications, Prince2, Industry 4, Internet of Things etc.) and remain up to date with changes in technology and applications used in Industry.

Many of these topics will be covered on the Seminar Series module under a 'Future of Work' pillar. However, the Programme Team will also review programme modules on a regular basis to ensure coverage of these important areas.

The panel commends the programme team's emphasis on ethics, civic and corporate responsibility within the programme, the team could consider implementing a dedicated module for ethics and ethical reasoning in the future.

Ethics and CSR will be covered across a range of modules and also within a dedicated new module on 'Critical and Responsible Management'. The Team will monitor this approach and will also review the new module after it runs for the first time.

The programme team could consider further utilising the webinar series by providing access to past webinars to the student group.

The School plans to create a repository of high quality webinars which will be available for both students and graduates and which will be searchable if possible. We will also look to make previous webinars available.

Further details should be provided in the Student Handbook on the Research Methods Workshop and the supports provided to students to complete the Consultancy project.

The student handbook has now been updated to include further details. Please see page 51 of full-time student handbook and page 49 of the part-time handbook.

The programme is offered in a competitive market and as such effective marketing of the programme is crucial. The School should leverage some of the key features of this programme, which include the External Guest Lecturer Webinar Series, the professional experience of staff, the application of theory to practice and the positive student experience, to supplement the Marketing campaign for the programme. The programme would benefit from further university support and investment in a co-ordinated marketing campaign.

The School welcomes this recommendation. The key features of the programme will be very visible in future marketing activities and the School will continue to engage with the University marketing team in promoting this programme and other postgraduate business offerings.

Due to the competitive nature of postgraduate recruitment, the programme recruitment would benefit greatly from the establishment of a competitive

postgraduate scholarship scheme and the provision of loyalty discounts to Alumni. The School should engage with the Director of Corporate Services to further progress the provision of Scholarships and Discounts.

The School welcomes this recommendation and will engage further with colleagues as advised.

The panel highlighted the importance of peer to peer learning on the programme and recommends the School keep under consideration how the programme delivery can continue to support peer to peer learning and student interaction.

Peer learning is central to the student learning experience. We will continue to strengthen our work in this area, ensuring that students continue to work closely in teams and that they also reflect on teamwork activities and specifically their role within teams.

The programme team would benefit from the provision of additional support from the University for the development of On-line learning materials.

The School welcomes this recommendation and will continue to build our strengths in this area.

The Student Handbook should be revised to remove editorial inconsistencies.

The student handbook has been reviewed and updated accordingly. Please see attached.