

Response to External Examiner Report

Academic Year	2017/2018	
Subject Area / awards covered	BA (Hons) Business Management: <ul style="list-style-type: none"> - Digital Marketing - Talent Management - Business Research Project - Consumer behaviour - Critical Issues in Business Management 	
Examiner's name	Dr Ayantunji Gbadamosi	
Collaborative arrangements – list all Collaborative Partners (if applicable)	University of Northampton	
Has the report been shared with Collaborative partners?		NO
If NO above, why was this?		
Has this response been prepared in liaison with Collaborative partners?		NO
Section A – Threshold academic standards		
A1 – Maintaining Academic Standards: Are all responses positive*?		YES
Examiner's comments for action	All the external examiner's comments were positive and there were no actions.	
Action to be taken	Maintain existing standards in terms of development of current, engaging assessments and consistent grading and feedback.	
Person responsible	Course Leader	
Deadline	Ongoing	
A2 – Measuring achievement, rigour and fairness: Are all responses positive*?		YES
Examiner's comments for action	All positive.	
Action to be taken	Maintain standards	
Person responsible	Course Leader	
Deadline	Ongoing	
A3 – Comparability of standards and student performance: Are all responses positive*?		YES
Examiner's comments for action	All positive	
Action to be taken	Maintain standards	
Person responsible	Course Leader	
Deadline	Ongoing	
Section B – Quality & Enhancement		
Examiner's suggestions for action	<ul style="list-style-type: none"> - The External Examiner suggested more use of formative assessments to help prepare students for summative assessments. - The External Examiner suggested an improvement to the feedback process for EEs. 	
Action to be taken (If suggestions were made but no action is to	<ul style="list-style-type: none"> - Ensure that all modules include formative assessments by week five that support preparation for AS1. 	

be taken, please justify)	- Suggested improvement to feedback process forwarded to Registry for implementation
Person(s) responsible	Course Leader and teaching teams / Registry
Deadline	Ongoing
Has the examiner made any recommendations for action by the Faculty, or by the University?	Yes
Date of Student-Staff Liaison Committee (SSLC) when report and response will be discussed with student representatives:	The reports and responses to them will be discussed in the October/November 2018 round of meetings.
Date of interim review to monitor progress with any actions:	January 2019
Did the examiner meet students in 2017/18? (Face to face or 'virtual' meetings)	NO
If YES above, did the examiner's report provide you with useful feedback?	
If NO, please state what opportunities the external examiner will have to meet students in 2016-17, including 'virtual' meetings if face to face meetings are not feasible.	The External Examiner has an open invitation to visit LSBM and meet with staff and students.
Please note any areas of good practice identified by the external examiner which you would like to share with other programme teams.	
<p>The external examiner mentioned:</p> <ul style="list-style-type: none"> - Well-designed curriculum, assessments and marking schemes - Appropriate academic standards set which are consistent with other institutions and industry benchmarks - The assessments are robustly presented and give students the opportunity to be innovative in relation contemporary issues in the business environment. 	
Response completed by:	Chris Munro
Date:	13 Sept 2018

*positive response = either 'broadly agree' or 'strongly agree'

NB If the examiner has given any **negative responses** ('generally disagree' or 'strongly disagree', you will be required to produce an action plan specifically addressing the issues raised. This will need to be approved by the Faculty Quality & Standards Committee in the autumn term before being forwarded to AQSC.

The action plan should be added as an appendix to your Annual Review Action Plan and monitored throughout the year.