

Response to External Examiner Report

Academic Year	2018/2019	
Subject Area / awards covered	LSBM300 - Business Research Project LSBM205 - Talent Management LSBM301 - Consumer Behaviour LSBM303 - Critical Issues in Business Management LSBM200 - Digital Marketing	
Examiner's name	Ayantunji Gbadamosi	
Collaborative arrangements – list all Collaborative Partners (if applicable)	University of Northampton	
Has the report been shared with Collaborative partners?		YES
If NO above, why was this?		
Has this response been prepared in liaison with Collaborative partners?		
Section A – Threshold academic standards		
A1 – Maintaining Academic Standards: Are all responses positive*?		YES
Examiner's comments for action	N/A	
Action to be taken	N/A	
Person responsible	N/A	
Deadline	N/A	
A2 – Measuring achievement, rigour and fairness: Are all responses positive*?		YES
Examiner's comments for action	N/A	
Action to be taken	N/A	
Person responsible	N/A	
Deadline	N/A	
A3 – Comparability of standards and student performance: Are all responses positive*?		YES
Examiner's comments for action	N/A	
Action to be taken	N/A	
Person responsible	N/A	
Deadline	N/A	
Section B – Quality & Enhancement		
Examiner's suggestions for action	EE suggested an introduction of formative assessments in modules where these are not present yet.	
Action to be taken (If suggestions were made but no action is to be taken, please justify)	Review of formative assessments	
Person(s) responsible	Module Leaders	
Deadline	October 2019	
Has the examiner made any recommendations for action by the Faculty, or by		NO

the University?		
Date of Student-Staff Liaison Committee (SSLC) when report and response will be discussed with student representatives:		
Date of interim review to monitor progress with any actions:		
Did the examiner meet students in 2018/19? (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 2018-19, including 'virtual' meetings if face to face meetings are not feasible.	We are working on establishing procedures that will ensure that all EEs get the opportunity to meet with students. These procedures will be approved by our Quality Assurance and Enhancement Committee in the coming months and will be put in place for our next module boards. We will share these procedures with EEs as soon as they are finalised	
Please note any areas of good practice identified by the external examiner which you would like to share with other programme teams.		
The EE praised the contemporary nature of the curriculum and the assessments.		
Response completed by:	Anna Krajewska	
Date:	9.09.2019	

*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.