Institute of Art, Design + Technology Dún Laoghaire

Programme Validation Report

Programme Validation Report for:

BA (Hons) Business + Digital Technology

[Level 8, 180 ECTS]

Date of Panel: 21 March 2023
Date of Report: 31 March 2023

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Part 1 Introduction

1.1   Evaluators

The Programme Validation Panel comprises the following:

Name	Role	Affiliation
Mr David Denieffe	Chair	Vice-President for Academic Affairs and Registrar, SETU
Professor Damien Roche	Academic Expert	Head of School of Business and Humanities, TUD Tallaght
Mr John Fogarty*	Academic Expert	Lecturer in Business, Computing and Technology, SETU Carlow
Ms Pollie Fottrell*	Industry Expert	Senior Director, Renewal Management at DocuSign

Attended online via MS Teams

1.2   Overall Recommendations

Provider Name	Dún Laoghaire Institute of Art, Design & Technology
Date of Site Visit	Tuesday, 21 March 2023
Date of Report	31 March 2023

Principal Programme	Title	BA (Hons) Business + Digital Technology
	Award	Bachelor of Arts
	Credit	180 ECTS
	Recommendation Satisfactory OR Satisfactory subject to proposed conditions OR Not Satisfactory	Satisfactory
Embedded Award	Title	N/A
	Award	N/A
	Credit	N/A
	Recommendation Satisfactory OR Satisfactory subject to proposed conditions OR Not Satisfactory	N/A

1.3   Principal Programme: BA (Hons) Business + Digital Technology

Names of Centres where the programmes are to be provided	Maximum Number of Learners (per centre)	Minimum Number of Learners
Dún Laoghaire Institute of Art, Design and Technology, Kill Avenue, Dún Laoghaire, Co. Dublin	30	15

Enrolment Interval (normally 5 years)	Date of First Intake	September 2023
	Date of Last Intake	September 2027
Maximum number of annual intakes	1	
Maximum total number of learners per intake	30	
Programme duration	3 Years	
Target learner groups	The target learner groups are mainly school leavers	
Approved countries of provision	Ireland	
Delivery mode – Full-time/Part-time	Full–time and part-time. The programme is delivered on a full-time basis; however, the Institute may decide to offer this programme on a part-time basis in the future.	
The teaching and learning modalities	Industry lecturers Guest lecturers Lab-based tutorials Case-based learning Self-directed study	
Brief synopsis of the programme (e.g. who is it for, what is it for, what is involved for learners, what it leads to)	This programme is a level 8 Bachelor of Arts (Honours) with a focus on Business plus Digital Technology. The target learners are full-time students interested in learning about business management and the impact and application of digital technologies to enable business strategy and growth.	

Summary of specifications for teaching staff	WTE[1]	Qualifications and Experience	
	570-670 hours per annum (number dependent)	Level 8 or above in the following disciplines: Business Management Finance Marketing Digital Marketing Information Systems Computer Science and Business Entrepreneurship	
Summary of specifications for the ratio of learners to teaching staff	Staff to Learner Ratio	Learning Activity Type	
	1:25	Standard lectures Practical Computer Labs	

1.4 Embedded Programme

N/A

1.5 Programmes being replaced

N/A

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[1] WTE is the whole-time equivalent number. The number 1 indicates a full-time person fully dedicated to the programme or a number of people whose time combined equals a full time person.

Part 2 Evaluation against the Validation Criteria

2.1   Criterion 1

The provider is eligible to apply for validation of the programme	
Satisfactory (Yes, No, Partially)	**Comment**
Yes	The Programme Validation Panel was a hybrid meeting held on Campus in IADT, in the Board Room, Roisin Hogan House and online via MS Teams on Tuesday, 21 March 2023. The Panel met with the Vice President for Academic Affairs + Registrar, the Head of the Faculty of Enterprise and Humanities, the Head of the Department of Entrepreneurship and members of the Programme Team. The Panel members were issued the proposed Programme Document before the meeting. Following a review of the documentation provided and presentations and discussions with IADT Management and Programme Team members, the Panel were satisfied that IADT meets the prerequisites of the Qualifications and Quality Assurance (Education and Training) Act, 2012 and is eligible to apply for validation of the **BA (Hons) Business + Digital Technology**. The Panel were satisfied to recommend this programme for validation with no conditions and some recommendations.

2.2   Criterion 2

The programme objectives and outcomes are clear and consistent with the QQI awards sought	
Satisfactory (Yes, No, Partially)	**Comment**
Yes	Having considered and discussed the objectives and outcomes of the programmes with the programme team, the Programme Validation Panel were satisfied that the aims and objectives are clearly defined in the programme proposal document, and this programme is consistent with the Bachelor of Arts award sought. **Commendation:** The Programme Validation Panel commended the quality of the programme document, which was clear, thorough, and well-presented.

2.3   Criterion 3:

The programme concept, implementation strategy, and its interpretation of QQI awards standards are well informed and soundly based (considering social, cultural, educational, professional and employment objectives)

Satisfactory (Yes, No, Partially)	Comment
Yes	The Programme Validation Panel were satisfied that the programmes met the criteria around the concept, implementation and interpretation of QQI standards. **Commendation** The Programme Validation Panel were impressed with the proposed programme and believed it was well rationalised, with good evidence and an excellent mix of business and technology modules.

2.4   Criterion 4:

The programme's access, transfer and progression arrangements are satisfactory

Satisfactory (Yes, No, Partially)	Comment
Yes	The Programme Validation Panel discussed progression opportunities with the programme team. They were particularly interested to establish the career pathways for graduates of this programme. The programme team confirmed graduates would typically progress into a business role, within a technical space, being a bridge between business and technical development. The Panel suggested that graduate pathways and career options are made clearer for prospective students. The Programme Validation Panel were satisfied overall that the programme's access, transfer and progression arrangements are satisfactory.

2.5   Criterion 5

The programme's written curriculum is well structured and fit-for-purpose	
Satisfactory (Yes, No, Partially)	**Comment**
Yes	The Programme Validation Panel thoroughly reviewed the programmes written curriculum, and discussed different aspects and each of the modules with the programme team. Overall, the members of the Panel were satisfied that the written curriculum is well structured and fit-for-purpose. **Recommendations** A number of recommendations were made relating to this programmes curriculum: **Recommendation 1:** The Programme Validation Panel recommended the Accounting and Financial Modules, "Accounting Fundamentals" and "Financial Strategy", are updated in the programme document to clarify the module learning outcomes and content and a more detailed description of the syllabus structure and topics covered. A suitable text e.g Accounting for non-accounting students by John R Dyson et al should be included in the reading list for the Accounting fundamentals mofule. There should be an explanation the assessment methods for both modules.. The CIMA study text Financial Management is recommended for the Financial Strategy module. **Recommendation 2:** The Programme Validation Panel noted many modules included some potentially older texts or references on reading lists. The Panel recommended all reading lists are updated to include the most recent editions of textbooks and online resources, and ensure they are monitored and updated regularly. **Recommendation 3**: Consider reviewing the language used in the learning outcomes descriptions for modules. Learning outcomes should use action verbs that indicate what the learner is expected to be able to do at the end of the period of learning. **Recommendation 4:** The Panel suggested incorporating content on Cyber Security into the curriculum would be beneficial in addition to content included in the "Data and Cyber Law" Module.

2.6   Criterion 6

There are sufficient qualified and capable programme staff available to implement the programme as planned	
Satisfactory (Yes, No, Partially)	**Comment**
Yes	The Programme Validation Panel considered the information provided in the Programme Document and the CVs of the staff. They met with the programme team and were impressed with their responses to questions. The Panel were also informed of the significant practical experience of the applicable teaching staff. The Programme Team also confirmed that guest lecturers, including alumni, business and local community representatives, are a regular feature on programmes in the department. The Programme Validation Panel was satisfied that there are sufficient qualified and capable programme staff available to implement this programme as planned.

2.7   Criterion 7

There are sufficient physical resources to implement the programme as planned	
Satisfactory (Yes, No, Partially)	**Comment**
	The Panel were given a tour of the campus and advised of the developments of the new Digital Media building, currently under construction. They were impressed and satisfied that there are currently sufficient physical resources for the programme. The Programme Validation Panel was satisfied that there are sufficient physical resources available to implement this programme as planned

2.8   Criterion 8

The learning environment is consistent with the needs of the programme's learners	
Satisfactory (Yes, No, Partially)	**Comment**
Yes	The Programme Validation Panel were particularly interested to explore area of work placements. The topic was discussed with management and the programme team, who outlined the current methodology already in place across all other programmes in the Faculty. The Panel were very satisfied with the quality assurance of the mechanisms in place to ensure learning outcomes are met. **Commendation**: The programme team was commended for the work placement module, which the Programme Validation Panel considered excellent. They were impressed by the Institute's existing structures in place, and collaboration with large number of employers. The Programme Validation Panel were satisfied the learning environment is consistent with the needs of the programme's learners.

2.9   Criterion 9

There are sound teaching and learning strategies	
Satisfactory (Yes, No, Partially)	**Comment**
Yes	The Programme Validation Panel was satisfied that the Institute and Faculty Teaching and Learning strategies were of the required calibre to deliver the programme content. The Panel were interested to know how soft-skills, teamwork and presentation skills were learned by students, that would transfer to a workplace environment. The programme team outlined several elements in the curriculum that will support this learning such as case study project, training on presentation skills and use of supporting technologies.

2.10   Criterion 10

There are sound assessment strategies	
Satisfactory (Yes, No, Partially)	**Comment**
Yes	The topic of assessment was discussed, and the programme team elaborated on the 100% Continuous Assessment method, which will include joint assessment, capstone project and collaboration across programmes. The Programme Validation Panel considered the assessment strategies as outlined in the programme documentation and discussed with the programme team and were satisfied overall.

2.11   Criterion 11

Learners enrolled on the programme are well informed, guided and cared for	
Satisfactory (Yes, No, Partially)	**Comment**
Yes	The Programme Validation Panel enquired about the supports in place for students particularly those who may be struggling. The programme team outlined the active monitoring by faculty and various levels of learning supports available to all students. The Panel concurred that there are suitable arrangements in place to ensure learners are well informed, guided and cared for, and as discussed, they were satisfied with the mechanisms in place. **Commendation**: The Programme Validation Panel commended the programme team on the student-centred approach.

2.12   Criterion 12

The programme is well managed	
Satisfactory (Yes, No, Partially)	**Comment**
	Following the review of the programme documentation and discussions with the Management and Programme Team, the Programme Validation Panel were satisfied that the programme will be professionally managed.

Part 3 Overall Recommendation

3.1   Principal Programme

Select One	
X	**Satisfactory** (meaning that it recommends that IADT can be satisfied in the context of Unit 2.3 of [Policies and Criteria for the Validation of Programmes of Education and Training)](#)
	Satisfactory, subject to proposed special conditions (specified with timescale for compliance for each condition); these may include proposed pre-validation conditions, ie proposed (minor) things to be done to a programme that almost fully meets the validation criteria before QQI makes a determination
	Not satisfactory

3.1.1   Reasons for the Overall Recommendation

The Programme Validation Panel were satisfied that all the criteria were met as demonstrated in the programme document and information provided by management and the programme team. The Panel recommend the BA (Hons) Business + Digital Technology for Validation with no conditions and four recommendations.

3.2   Embedded Programme

N/A

3.3   Summary of Recommended Special Conditions of Validation

There were no conditions.

3.4   Summary of Recommendations to the Provider

3.4.1   Recommendation 1: The Programme Validation Panel recommended the Accounting and Financial Modules: "Accounting Fundamentals" and "Financial Strategy" are updated in the programme document to clarify the module content and provide more detailed description of the structure syllabus and explanation of assessment methods.

3.4.2   Recommendation 2: The Programme Validation Panel noted many modules included some potentially older texts or references on reading lists. The Panel recommended all reading lists are updated to include the most recent editions of textbooks and online resources, and ensure they are monitored and updated regularly.

3.4.3   Recommendation 3: Consider reviewing the language used in the learning outcomes descriptions for modules. Learning outcomes should use action verbs that indicates what the learner is expected to be able to do at the end of the period of learning.

3.4.4   Recommendation 4: The Panel suggested incorporating content on Cyber Security into the curriculum would be beneficial in addition to content included in the "Data and Cyber Law" Module.

3.5   Summary of Commendations to the Provider

The Programme Validation Panel were very positive overall and impressed with the submission by management and the programme team. The following commendations were made:

3.5.1   The Programme Validation Panel commended the quality of the programme document, which was clear, thorough, and well presented.

3.5.2   The Programme Validation Panel were impressed with the proposed programme and believed it was well rationalised with good evidence and an excellent mix of business and technology modules.
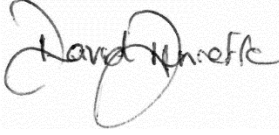
3.5.3   The work placement module was considered excellent by the Programme Validation Panel, who were impressed by the Institute's existing structure in place, and collaboration with substantial number of employers.

3.5.4   The Programme Validation Panel commended the programme team on the student-centred approach.

3.6   Signature of Chairperson

This report has been agreed by the evaluation panel and is signed on their behalf by the Chairperson.

Panel Chairperson Name	Mr David Denieffe
Panel Chairperson Signature	
Date	20/4/2023

3.7   Disclaimer

The Report of the External Review Panel contains no assurances, warranties or representations express or implied, regarding the issues, or any other issues outside the Terms of Reference.

While IADT has endeavoured to ensure that the information contained in the report is correct, complete and up-to-date, any reliance placed on such information is strictly at the reader's own risk, and in no event will IADT be liable for any loss or damage (including without limitation, indirect or consequential loss or damage) arising from, or in connection with, the use of the information contained in the Report of the External Evaluation Panel.

Programme Validation Report – Faculty Response

3.4.1 Recommendation 1: T*he Programme Validation Panel recommended the Accounting and Financial Modules: "Accounting Fundamentals" and "Financial Strategy" are updated in the programme document to clarify the module content and provide more detailed description of the structure syllabus and explanation of assessment methods.*

The content as presented is a modification of a template that has been used successfully in several other course documents. It is indeed not as detailed as one might find on a traditional accounting or business programme, it is more thematic in style and malleable to suit the evolution of a new programme and the "applied" nature of it. The first financial module front-loads the basics, the second gives expression to them and the third module requires synthesis and consolidation. Except for the final assessment in the final year, all assessments are class-based spreadsheet tests following each episode of class material. I consider this to be self-explanatory as written. The final assessment in the final year will be the capstone integrated across all modules project through a financial lens (as we already do on the DL840 Digital Marketing degree). This has yet to be designed by the team, so it is difficult to elaborate more on.

3.4.2 Recommendation 2: *The Programme Validation Panel noted many modules included some potentially older texts or references on reading lists. The Panel recommended all reading lists are updated to include the most recent editions of textbooks and online resources, and ensure they are monitored and updated regularly.*

All modules were reviewed for more recent and relevant reading lists. The following modules were updated with more recent editions:

1. Y1: Learning in Business
2. Y1: People in Organisations
3. Y1: Introduction to Data Analytics
4. Y1: Digital Marketing
5. Y2: Data and CyberLaw
6. Y2: Business Analysis & Project Management
7. Y2: Content Creation
8. Y3: Strategic management
9. Y3: Big data in business
10. Y3: Advanced Digital Marketing
11. For the financial modules there is no core text, as most texts are pitched to traditional accounting programmes and traditional accounting students (ie those who will work in the profession), even those that claim to be for non-specialist accounting students. As mentioned in the module documents knowledge and skills are delivered through PowerPoint presentations and spreadsheet exercises. However, students are referred to online resources (ever changing) and the handful of accounting technician textbooks in the library for reference should they wish to.

3.4.3 Recommendation 3: *Consider reviewing the language used in the learning outcomes descriptions for modules. Learning outcomes should use action verbs that indicates what the learner is expected to be able to do at the end of the period of learning.*

All modules were reviewed for learning outcomes. Changes were made in accordance with recommendation 3 in relation to the following modules:

1. Business Enterprise Management
2. Introduction to Digital Marketing
3. Data and Cyberlaw – Learning outcomes are more clearly specified.
4. Enterprise Cloud Systems
5. Business Analysis and Project Management
6. Advance Digital Marketing

3.4.4 Recommendation 4: *The Panel suggested incorporating content on Cyber Security into the curriculum would be beneficial in addition to content included in the "Data and Cyber Law" Module.*

On review of the Data and Cyber Law module, we changed the following to incorporate cybersecurity:

- Summary of the module
- Minimum intended learning outcomes
- Rationale
- Indicative content
- Reading lists

The second CA (the audit) will include cybersecurity.