

SUMMARY OF POSTGRADUATE ANNUAL PROGRAMME REVIEW REPORTS¹

School Reviewed:	Business School
Academic Year Reviewed:	2023-24
QAC Member:	Lois Gall
Academic Services Contact:	Kyra Lamont
QAC Comments & Recommendations	
<p>The Quality Assurance Committee (QAC) would like to thank the Business School for submission of the relevant postgraduate Annual Programme Reviews (APRs). The Committee is pleased that the PGT provision continues to reflect subject benchmark statements, and that progress is underway for accreditation by the Energy Institute in respect of EEF/EEL programmes.</p> <p>The Committee is pleased that, in general, students were satisfied with the quality of the postgraduate programmes provided by the School as evidenced by SSLCs and course evaluations (e.g. 100% strongly agreed that teaching was effective in respect of BU502B). In addition, QAC is pleased to note that the pass rates and grade distributions for the inaugural delivery of MSc Business Consulting and Psychology programme were considered normal and that student satisfaction was also high. Furthermore, it is pleasing to note that there are a number of examples where employability has been embedded into the curriculum. Such as, students have the option to undertake Level 1 CFA accredited examinations as part of MSc Finance and Investment Management (FIM). In addition to hosting seminars with professionals and alumni, QAC commends the School for hosting an annual industry-driven FinTech event which serves as an excellent platform for students to network with industry professionals and gain insight into current industry trends.</p> <p>QAC notes the excellent level of coordination among course coordinators to ensure that webinar schedules and assessment dates are aligned which helps to contribute to the School's high-quality learning experience. Additionally, QAC notes that the School introduced several enhancements this year, including the incorporation of Kortext which provides access to a diverse range of digital textbooks and learning materials. Furthermore, it was noted that a weekly synchronous teaching approach in many courses ensures regular interaction with students, promoting engagement and active participation. QAC notes that course content is regularly reviewed to identify areas for improvement, and it is understood that the EEL programme underwent a substantial review last year to ensure alignment with current developments in the energy sector (renewables, decarbonisation etc). QAC recommends that the School monitors performance in BU5031: Accounting and BU5034: Issues in Corporate Finance closely, and provides additional support to Finance students who may struggle with more challenging quantitative models.</p> <p>The Committee notes that the School continues to provide a range of diverse, rigorous and authentic assessments (e.g. BU593Y: Investment Project utilises real-world examples). It is understood, however, that the School remains concerned about the vulnerabilities of assessment to GenAI misuse. QAC supports efforts to modify assessments to reduce the likelihood of academic misconduct in line with general guidance. The Committee supports the proposed changes to the assessment of BU5526 following lower than anticipated pass rates. QAC also notes that MSc International Marketing programme will be</p>	

¹ The comments and recommendations are based on the Annual Programme Review reports submitted by Schools, incorporating the Annual Course Reviews, Course Evaluation Forms, Student/Staff Liaison Committees and feedback from External Examiners

restructured to follow a linear model in light of feedback regarding January starts and the dissertation process. Staff are encouraged to share any concerns they have surrounding assessment with the School's Director of Education and/or Exam Officers in the first instance to ensure a timely resolve. If necessary, QAC and DoQE can be consulted to support the School's decision making process.

QAC is pleased that, in general, TNE partnerships are functioning well. However, the Committee acknowledges the concerns regarding language proficiency in Qatar. Noting that IHRM (Qatar) and IBM (Qatar) teaching teams raised concerns regarding English language skills, and the difficulties associated with engagement and building a rapport across cohorts. QAC is therefore supportive of sign-posting students to University Language Centre if concerns persist. Additionally, the Committee understands that UoA has assumed oversight of the MBA (online) programme to address concerns regarding teaching effectiveness and student satisfaction levels.

Following a systematic drop in student numbers, related to challenging global market conditions (e.g., increase in fees, visa restrictions etc), it is understood that the School is actively working with the marketing team to attract more students through promotional and conversion events. The Committee notes that steps are being taken to ensure that Real Estate programmes will be marketed competitively to improve recruitment levels – noting that delivery in Qatar and Aberdeen has been paused - and that the MSc Real Estate programme is undergoing a redesign for 25-26.

The Committee acknowledges the School's continual commitment to Equality, Diversity and Inclusion by ensuring that sessions are often recorded to accommodate the diverse needs of students, offering flexibility and accessibility. Additionally, QAC recognises the School's efforts to decolonise the curriculum via the inclusion of case studies and perspectives from different regions, including the Global South, with a view to amplifying diverse voices. The Committee notes that a comprehensive review of the PGT provision in relation to EDI is underway.

Finally, the Committee notes that, in addition to the MSc International Tourism Management and MSc Digital Marketing Leadership programmes, the EMBA Shanghai programme has been discontinued by the University and the final group of students will be graduating in November 2025. The Committee looks forward to receiving the Annual Programme Reviews for 24-25 in due course.

Signed:



Lois Gall, QAC member

Date: 14/4/25