

Validation Report



BN766

Certificate in Languages with International Selling and Sales Management¹

(NFQ level 6 40 ECTS credits)

¹ See recommendation 1

Introduction

The mission of the Institute is to serve its students and the community by meeting the skills needs in the economy and increasing the level of participation in third-level education and training, particularly in Dublin North-West and its environs. The Institute will do this:

- by achieving consistently high standards of relevance and quality in teaching, research, development and consultancy, and
- by offering a welcoming and supportive environment to students from all educational and social backgrounds, and to adults wishing to increase their level of technical skills.

As it develops, the Institute will provide a flexible third-level programme designed to meet regional and national requirements with an emphasis on:

- specialist higher education for leading-edge industries in the region
- upgrading of specialist technical/technological skill
- continuing education and the needs of mature students
- in-service courses, retraining and updating of skills
- special needs arising from educational disadvantage or disability

The Institute is providing education and training that is relevant and responsive to economic and social needs both locally and nationally. It is delivering a range of high-quality programmes for full-time students, part time students, and industry sponsored students. Education programmes are focussed on the disciplines of Informatics, Engineering, Business, Horticulture and Humanities with significant cross disciplinary interaction in the development of education and training programmes. The aim of these education programmes is to produce graduates, with Higher Certificates, Ordinary Degrees, Honours Degrees and Masters Degrees who can meet the human resource requirements of both leading-edge, high-technology industries and small and medium sized enterprises, and the community in general. In addition the institute is developing customized, focussed programmes to meet the needs of industry and the wider community. Flexibility in the provision of courses includes co-operative education, with work experience, modularisation and credit accumulation. The institute's current strategic plan outlines a number of objectives with regard to addressing the needs of stakeholders in the business, community and public sector environment. The Institute is committed to lifelong learning and is committed to the development of programmes targeted at those in the workforce who wish to up-skill and obtain a third level qualification. The Institute is committed to developing research, development and consultancy programmes to further its education, business and community development objectives. The institute will work with private industry and public and semi-state bodies to develop research, consultancy programmes and enterprise initiatives.

The Institute in 2006 was awarded delegated authority enabling the development, validation, implementation and continuous improvement of taught higher education and training programmes up to and including level 9 on the National Framework of Qualifications.

The purpose of this document is to report on the findings of the peer review panel established to validate this proposed programme against the criteria for the validation of programmes as stipulated in Institute policy document 3AC05¹.

Programme overview

This programme aims to provide learners who already have Leaving Certificate or equivalent language competence in French or German with the specific communicative language skills needed to interact with confidence and competence in a business environment. It will provide specialised training in French or German, intercultural studies, international selling and sales management. The international selling and sales management component will provide learners with a detailed understanding of the selling process and sales management functions with the opportunity to develop and hone personal selling skills, presentation competencies and negotiating skills. The international economic public policy component will allow reflection on the diverse nature of international and EU business needs in a societal, ethical, economic and cultural context while appreciating their influence on international business activities.

¹ 3AC05 Policy and procedure for the proposal, development and validation of minor, supplemental and special purpose awards

Programme detail

| | |
|---------------------------|--|
| Programme & award title | Certificate in Languages with International Selling and Sales Management |
| NFQ level | 6 |
| ECTS ¹ credits | 40 |
| Programme code | BN766 |
| Banner code | BN_BLISM_Q |

Validation panel

| | |
|-----------------------|---|
| Chairperson | Dr. Dermot Douglas Higher Education Consultant Ms. Fiona Harte IBM Mr. Michael Bradford National College of Ireland Dr. Kevin Casey Dublin City University Mr. Mark Stockil Cork Institute of Technology |
| In attendance | Dr. Diarmuid O'Callaghan Registrar, IT Blanchardstown Mr. Michael Keane Quality Assurance Officer, IT Blanchardstown |
| Date of panel meeting | Monday 27 th May 2013 |

¹ European Credit Transfer and Accumulation System

Institute staff in attendance

| | |
|---------------------|--------------------------------|
| Ms. Fiona Malone | Head of Department of Business |
| Dr. Ruth Harris | Department of Humanities |
| Dr. Karen Feery | Department of Business |
| Ms. Olivia Edge | Department of Business |
| Dr. Mary Ann Kenny | Department of Humanities |
| Ms. Tara Rooney | Department of Business |
| Ms. Nathalie Cazaux | Department of Humanities |

Panel findings

In evaluating the appropriateness, quality and proposed operation of this programme the following criteria have been considered and are hereby reported upon:

Strategic planning

The peer review panel was satisfied that the programme is in keeping with the Institute's mission, that it does not constitute redundant provision and that it makes efficient use of resources.

Protection of learners

Section 43 of the Act¹ does not apply.

Quality assurance

The peer review panel was informed of how the proposed programme had been developed whilst complying with the Institute's quality assurance policies and procedures. The panel concurred that said policies and procedures had been applied to the development of the proposed programme.

¹ Qualifications (Education and Training) Act, 1999

Programme title and award title

The peer review panel raised concern relating to the length of the programme title as proposed namely 'Certificate in Languages for the Export Market with International Selling and Sales Management' and recommended that it be revised as per recommendation I so that the title of the programme, is clear, accurate and fit for the purpose of informing prospective learners and other stakeholders and consistent with QQI¹ award titles.

Learning outcomes

Following discussion the peer review panel was of the opinion that the learning outcomes as proposed provide a valuable learning experience within a cohesive, logical structure worthy of a special purpose award. The panel however was of the opinion that the learning outcomes as presented in the submission document required further revision to more accurately inform prospective learners. See recommendation III.

Standards of knowledge, skill and competence

The peer review panel having reviewed the syllabus and assessment methods for the programme was of the opinion that learners with appropriate personal motivation should be capable of attaining the standards of knowledge, skill and competence relevant for this NFQ level 6 special purpose award.

Decision of the panel

The peer review panel recommends the validation of the proposed programme namely:

| Banner code | ITB code | Programme and award title | NFQ level and ECTS credits | Format |
|-------------|----------|--|----------------------------|-----------------|
| BN_BLISM_Q | BN766 | Certificate in Languages with International Selling and Sales Management | Level 6 40 credits | Special purpose |

¹ Quality and Qualifications Ireland (formerly HETAC)

Recommendations

- I. Re-title the programme to read 'Certificate in Languages with International Selling and Sales Management'.
- II. Rewrite the minimum entry requirements as discussed at the panel meeting to clearly articulate prior language skills necessary for prospective learners to successfully engage on this programme. Consider the use of a written submission to assess the level of language fluency of applicants in addition to the oral interview.
- III. Update Coursebuilder, the submission document and related programme documentation to comply with Institute policy and procedures relating to:
 - Teaching and learning strategy
 - Assessment strategy
 - Terminology of module learning outcomes
 - Mapping of module learning outcomes to programme learning outcomes
 - Programme assessment strategy and aligning module assessment events to same, integrative assessments, assessment event descriptors and the linking of module learning outcomes to individual assessment events
- IV. Make other minor and technical amendments as discussed at the panel meeting.

Signatures

Dr. Dermot Douglas _____ Date _____

Dr. Diarmuid O'Callaghan _____ Date _____