TUS

Technological University of the Shannon: Midlands Midwest

Ollscoil Teicneolaíochta na Sionainne:
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Technological University of the Shannon: Midlands Midwest - Athlone Campus

Dámh an Ghnó agus Fáilteachais
Faculty of Business and Hospitality

Department of Accounting and Business Computing

Report of the External Review Panel

Master of Science in Applied Artificial Intelligence for Business (FT/PT)

Post Graduate Diploma in Applied Artificial Intelligence for Business (FT/PT)

Post Graduate Certificate in Applied Artificial Intelligence for Business (FT/PT)

Level 9

Thursday the 14th of March 2024

Conducted remotely via Microsoft Teams

Draft

Contents

1. Introduction

This report outlines, in summary form, the proceedings of the External Review Panel for the Master of Science in Applied Artificial Intelligence for Business and related programmes which is taught within the Faculty of Business and Hospitality. The report includes the findings and conclusions of the External Validation Panel conducted on Thursday the 14th of March 2024. The external validation visit was undertaken in accordance with TUS Academic Regulations. An External Review Panel makes an independent impartial judgement on the programme and associated critical self-study.

2. General Information

2.1 Higher Education Provider

University:	TUS Midlands Midwest - Athlone Campus
Faculty:	Faculty of Business and Hospitality
Department:	Accounting and Business Computing
Date of Panel:	Thursday the 14th of March 2024 – Virtual External Panel conducted via MS Teams

2.2 Programmes Evaluated

Award Title	MSc in Applied Artificial Intelligence for Business (FT/PT)
Exit Award	PGD in Applied Artificial Intelligence for Business
NFQ Level	09
ECTS Credits	90
Award Class	Masters (Taught)
Award Type	Master of Science

Award Title	PGD in Applied Artificial Intelligence for Business (FT/PT)
Exit Award	PGC in Applied Artificial Intelligence for Business
NFQ Level	09
ECTS Credits	60
Award Class	Post Graduate Diploma
Award Type	Post Graduate Diploma

Award Title	HC in Applied Artificial Intelligence for Business (FT/PT)
Exit Award	N/A
NFQ Level	09
ECTS Credits	30
Award Class	Post Graduate Certificate
Award Type	Post Graduate Certificate

2.3   External Panel Members

Mr. John Vickery **(Chairperson to Panel)**
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Dr Patrick Donohue **(Secretary to Panel)**
Former Assistant Registrar
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Mary Meaney **(Note taker to Panel)**
Registrar's Office, TUS
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2.4   University Staff & Others

Professor Vincent Cunnane, President, TUS.

Dr Terry Twomey, Vice President Academic Affairs & Registrar.

Dr Michael Tobin, Interim Dean of Faculty of Business and Hospitality

Bernard Tao Cui, Head of Department of Accounting and Business Computing

Programme Team:

Dr Jonny O'Dwyer, Barry O'Loughlin, Brenda Reilly, Dr Patricia Gunning, Dr Paul Liston, Pearce Harney-Nolan, Dr David Leonard.

3. FINDINGS, CONDITIONS AND RECOMMENDATIONS

3.1 Main Findings

The External Validation Panel of Assessors recommends approval of the following programmes and associated awards subject to the recommendations as specified in Section 3.3.

Master of Science in Applied Artificial Intelligence for Business (FT/PT)
Post Graduate Diploma in Applied Artificial Intelligence for Business (FT/PT)
Post Graduate Certificate in Applied Artificial Intelligence for Business (FT/PT)

3.2 Conditions

No Conditions Apply.

3.3 Recommendations

1) Consider changing the title of the programmes to reflect the programme aims (for example, *Applied Artificial Intelligence for a Business Environment*).

2) Make the entry requirements more explicit for the three levels of award, reflecting the technical nature of the programmes and possible future student cohort (for example, Springboard). Include the CEFRL as a requirement for English language.

3) Enhance programme aims in the documentation.

4) Review the assessment strategy with a view to getting full student engagement across the spectrum of assessment instruments.

5) Review the repeat assessment strategy to ensure that it is in line with the original assessment strategy. Make sure that the programme assessment strategy is in line with module assessment strategy. (For example, reference to group work/assignments).

6) Review assessment procedures and take measures to help ensure / verify their reliability; for example, online proctoring, closed book examinations and
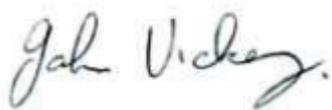
assessments and the use of presentations / scheduled student-lecturer conversations (meetings) to verify work submitted by students.

7) Clarify the student contact time, including independent learning in the documentation.

8) Ensure that the information provision to potential students clearly states the prerequisite skillsets in computing and mathematics required to undertake the programme. Highlight academic progression opportunities, including research and PhD.

9) Expand the employability section in the documentation.

10) Ensure that students are aware of the resources they need to participate in the programme (for example, students must have a laptop).

11) Review the wording of the module leaning outcomes ensuring they are at the appropriate level as discussed. See Appendix

12) Consider using external industry experts as guest speakers.

13) Consider including content to cover the main business functions.

14) Change the Classical Machine Learning module title to Fundamentals of Machine Learning.

15) Include *Governance* as a topic in the Timing of the Legal, Social and Ethical Implications of AI module.

16) Remove the phrase *Journals will be provided by lecturer as appropriate* from Research Project module.

17) Review resources and textbook lists.

18) Consider developing a handbook around student and supervisor responsibilities.

19) Articulate the tangible and/or non-tangible aspects of the capstone project additional to the 20k word piece requirement.

20) Indicate the number of assessments for the CA element of the module assessment. Expand to clearly state whether open or closed book.

21) Provide a summary document outlining the strategic overview for the faculty.

22) Include more detail covering Gen AI in the programme.

23) Indicate that assessments are closed book in the documentation.

3.4 Commendations and Observations

1) The panel congratulates TUS on being awarded a QS* 5-star university rating.

2) The panel commends the quality of the programme submission and documentation and noted its comprehensive and detailed nature.

3) The panel commends the positive and collegiate engagement of the programme team during the panel sessions.

4) The panel commends the team on their collaboration with HANK / RUN-EU.

5) The team presented a clear and comprehensive programme. The structure and flow were excellent, making it easy to understand the programme's goals and learning outcomes.

6) The team displayed a deep understanding of the subject matter and effectively addressed all the validation committee's questions.

7) The presentation was engaging and informative. The team's enthusiasm for the program was evident and helped to create a positive impression.

8) The team did a great job highlighting the program's innovative elements and how they address current trends in the field.

9) The program clearly demonstrates its ability to address the needs of the target audience and prepare graduates for success.

10) We are confident that this program will be a success and look forward to seeing its contributions in the future.

Signature of Chairperson

Date: 29/03/2024