

## VALIDATION REPORT

1.	<b>Title of Programme(s):</b> (incl. Award Type and Specify Embedded Exit Awards)	e-Persona Elaboration (Single Subject)
2.	<b>NFQ Level(s)/ No. ECTS:</b>	Level 6 5ECTS
3.	<b>Duration:</b>	1
4.	<b>ISCED Code:</b>	0031 – Personal Skills and Dev
5.	<b>School / Centre:</b>	Business
6.	<b>Department:</b>	Business
7.	<b>Type of Review:</b>	Single Subject
8.	<b>Date of Review:</b>	07.11.2022
9.	<b>Delivery Mode:</b>	Online
10	<b>Panel Members:</b> .	Dr Joe McGarry (Chairman) Mr Alan Kelly (ATU Sligo) Ms Louise Murray (TUS) Ms Tracey Smith (Foxford Woollen Mills) Ms Carmel Brennan (Secretary)
11	<b>Proposing Staff:</b> .	Dr Seamus Lennon Dr Janine McGinn Ms Noreen Henry
12	<b>Programme Rationale:</b> .	The aim of this module is to provide the skills and knowledge and content creation ability to develop a distinctive, cybersecurity conscious, professional digital presence on multiple digital social media and web platforms.
13	<b>Proposed Student Intake:</b> .	20 - 1000
14	<b>Stakeholder Engagement:</b> .	The programme development team engaged in extensive desktop research and industry consultation which have resulted in the initiative to tailor this programme to address clearly defined needs. A dissemination of digital skills and knowledge needs survey was conducted followed by intensive research into Irish and EU digital entrepreneurial needs in tandem with colleagues in the DIEM consortium A survey conducted on current post graduate students in the department and there was industry engagement at relevant conferences. The findings of the research phase

		influenced the content and structure of the programme.
15	<b>Graduate Demand/Employment:</b>	This is aimed primarily at students or those already in employment.
16	<b>Entry Requirements, Access, Transfer &amp; Progression:</b>	Applicants meeting the minimum Leaving Certificate entry requirement for all Higher Certificates (Level 6) is Grade O6/H7 or better in five Leaving Certificate subjects including Mathematics and English or Irish with a minimum of 160 points.
17	<b>Programme Structure:</b>	This single module will enable an individual to develop a secure professional e-persona for both individuals and organisations by completing this asynchronous programme and submitting defined assessments at specified junctions in order to achieve certification.
18	<b>Learning, Teaching &amp; Assessment Strategies:</b>	<p>Learners will be empowered to take ownership of their own learning and contribute, via their own experience, trial and error, research and analysis and interpretations, to ongoing dialogical discussions with peers.</p> <p>All lecture notes, recordings, other references and materials as well as assignments and practical work details will be made available via the institute VLE or similar infrastructure.</p> <p>The learner will be assessed on their practical ability and theoretical knowledge in the development of their own professional e-persona. Formative assessment as a learning tool will incorporate a mix of problem and activity-based learning activities with individual and group work, structured exercises, research and report writing.</p>
19	<b>Resource Implications:</b>	<p>All resources required are currently in place.</p> <p>This module is supported under the ATU Higher Education 4.0 project. The Higher Education 4.0 project is funded under the Human Capital Initiative and is designed to transform the way adult learners and employers engage with third level education. By developing a new suite of tools and services Higher Education 4.0 will enable greater access to third level education, enhance partnerships with employers, and meet more diverse student needs.</p>
20	<b>Synergies with Existing Programmes:</b>	None.
21	<b>Findings and Recommendations:</b>	Whilst the submission was initially submitted as a Special Purpose Award, in line with ATU Galway-Mayo's policy it

		<p>could only be approved as a single subject. The panel were happy to approve e-Persona Elaboration as a single module subject to the conditions and recommendations outlined below.</p> <p><b>Commendations:</b></p> <ol style="list-style-type: none"> <li>1. The panel welcomed the proposal for this module given the prevalence of digital communication and the importance of personal branding in recruitment and marketing across every industry.</li> </ol> <p><b>Conditions:</b></p> <ol style="list-style-type: none"> <li>1. Ensure the module assessment feedback strategy is not solely based on peer-to-peer feedback. Students should be equipped with the skills to effectively engage in peer assessment. Provide further detail on the assessment and the requirements to pass the module.</li> </ol> <p><b>Recommendations:</b></p> <ol style="list-style-type: none"> <li>1. Review the title of the module to ensure that it is easily understood by the target market.</li> <li>2. Clearly articulate the content creation that will be covered in the syllabus.</li> </ol>	
22	FAO: Academic Council:	<p><b>Approved:</b></p>	
.		<p><b>Approved subject to recommended changes:</b></p>	X
		<p><b>Not approved at this time:</b></p>	
	Signed:		
		Chair	Secretary