

**EXTERNAL EXAMINERS ANNUAL REPORT & RESPONSE FORM (Collaborations)**  
**TAUGHT UNDERGRADUATE AND POSTGRADUATE PROGRAMMES**



**THE UNIVERSITY OF  
BUCKINGHAM**

The purpose of this report is to verify that the Collaborative Partner's academic standards and student performance is comparable to that of students of the same level, within the same or cognate disciplines at UK higher education providers; to provide assurance that the assessment process adequately measures student achievement against the intended learning outcomes for the programme and/or module(s) examined. To assist the University in ensuring the assessment and classification processes are reliable, fair and transparent. **Section 1 is to be completed by the external examiner, please fill out all boxes and submit your report electronically to [collaborations-external-examiners@buckingham.ac.uk](mailto:collaborations-external-examiners@buckingham.ac.uk) by the deadline set in the applicable external examiner schedule.**

**Section 1**

<b>External Examiner's Name:</b>	Jayne Hall Cunnick
<b>Examination Year:</b>	2022
<b>Name of Module(s) and/or Programme(s) Examined:</b>	BA (Hons) Fashion Communication

<b>Approval of Assessed Work:</b>	<b>Strongly Disagree</b>	<b>Disagree</b>	<b>Neutral</b>	<b>Agree</b>	<b>Strongly Agree</b>
You saw the specifications for the programme(s) and module(s)					x
The assessment method(s) fulfilled the criteria outlined in the specifications					x
If applicable, the assessment methods fulfilled the criteria outlined by the relevant PSRB (eg. GMC, Ofsted)					x
The assessment methods were appropriate and reasonably varied					x
You were supplied with the appropriate information to enable you to judge the suitability of questions					x
The assessed work reflected the specifications					x
You had sufficient time to examine draft examination questions and provide feedback					x
The number of questions and range of topics being assessed was reasonable					x
Your comments and recommendations during the approval of assessed work were acknowledged					x


**I have been given the opportunity to scrutinise the 2021/22 initial briefs and module documentation as well as sample the submitted summative work for the modules listed below for the L5 & L6 BA (Hons) Fashion Communication course at Conde Nast College of Fashion. I have been given access to the module briefs throughout the year for sign-off.**


<b>Verification of Assessed Work:</b>	<b>Strongly Disagree</b>	<b>Disagree</b>	<b>Neutral</b>	<b>Agree</b>	<b>Strongly Agree</b>
You verified 10% or 12 students assessed work					x
The sample represented the full range of marks achieved					x
You were given sufficient time to verify the assessed work					x
There was evidence of double marking and moderation					x
The marking process was a good quality					x
The teaching of the programme and/or module had a positive effect on the standard achieved by the students					x
Your comments and recommendations during the verification of assessed work were acknowledged					x
The assessment(s) enabled the students to demonstrate the achievement of the learning outcomes					x

**I have been given open access to the modules and all associated course documentation. I have been given access to samples across the grade bandings for scrutiny along with the associated feedback sheets. Assessment methods have been fine tuned over recent years and my comments around feedback have been implemented without delay. Quality and standards are, as ever extremely high; in most cases the student work I have scrutinised far exceeds the standards with which I am familiar in similar courses, the team should be commended for this. The 1st and 2nd marking process is effective and robust and I am satisfied that the grading is true and fair with parity across the provision.**

<b>Module Assessment Board:</b>	<b>Strongly Disagree</b>	<b>Disagree</b>	<b>Neutral</b>	<b>Agree</b>	<b>Strongly Agree</b>
You were given adequate notice to attend the Module Assessment Board					x
Your comments and recommendations to the Chair of the Exam Board were acknowledged					x
You were satisfied with the conduct of the Module Assessment Board					x
The processes for assessment, examination and the determination of awards were sound and fairly conducted					x
The standards of student performance are comparable with similar programmes or subjects in other UK institutions with which you are familiar					x

The board was quorate and I am very satisfied with the standards and efficacy of the processes. There are high numbers of firsts

Good Practice:	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
There are strengths, distinctive or innovative features in relation to the standards and assessment processes					x
<b>The content of the work continues to embed critical issues and key social considerations within the course and students leave with a depth of knowledge that will establish best practice across the fashion industry and the wider world, this is turn is change-making and CNC are at the forefront of this, consistently setting the bar high in terms of ethical and moral sensibilities in the work produced. Students leave the college prepared and ready for their industry with a competitive edge, and more than this they are people who can lead by example.</b>					
Areas for Improvement and Recommendations:	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
There aren't any resource implications that are currently affecting this process				x	
There aren't any areas the school could improve				x	
You do not have any recommendations for the school that would help develop and ensure the quality of the assessment, examination and the determination of awards process.				x	
<b>There is evidence of the balance between industry and academic achievement and in order for this to be maintained in the new provision, it is essential that academics have the time and support to further their academic research, ensuring the kind of dynamic, research led teaching that underpins change and puts their credible voice in an effective position to lead the sector into the future.</b>					
Communication with the School:	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
You were consulted on the assessment policies and procedures in enough detail					x
You were satisfied with the extent to which you were able to participate in the assessment process					x
The contact with the school was sufficient enough, to enable you to perform the role of an external examiner					x
If applicable, your comments from your last annual report were satisfactorily addressed					x
<b>Enormous thanks to Harriet, Dione and the rest of the team for all the organisation and effort in preparing the samples, which have been very easy to access and extremely well organised, as always. The college always takes note of my comments and implements these as much as possible.</b>					
<b>Any other Comments: My tenure has been extended but this is my last visit and I have enjoyed seeing the course develop and thrive, having been a panel member at the original validation event I have been lucky enough to see the journey this course has taken. It has been an honour and a privilege to have been a part of what has grown into an extraordinary provision and the students are extremely lucky. The course stands as an exemplar within Higher Education and the fashion communication sector, both in terms of the currency of the content, the amazing guest speakers and staff and also in the quality and standards of the work produced by the students.</b>					
Electronic Signature:					
Date Report Completed: 21st October 2022					
Section 2					
The Dean (or their nominee) are required to give full consideration to comments and recommendations contained within the external examiner's report. <b>Section 2 is to be completed by the Programme Director (or their nominee), please fill out all boxes and submit your response electronically to collaborations-external-examiners@buckingham.ac.uk within ONE month of receiving the external examiner report.</b>					
Programme Director (or their nominee) name:	Harriet Posner				
Name of Programme Examined:	BA (Hons) Fashion Communication				
Name of Module(s) Examined:	Fashion Business & Entrepreneurship - Level 6 / Fashion Futures - Level 6 / Fashion Theory Dissertation - Level 6 / Independent Final Project - Level 6				
Response to the External Examiner:	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
The collaborative partner has given full consideration to the comments and recommendations contained in the external examiner report					x

<p><b>COMPULSORY: Provide in detail, the reason for the score above. Please feedback to the external examiner in respect of action taken in response to the comments and recommendations</b></p>	<p>We have responded to all the recommendations of the EE over the past years, improving our feedback and feedforward mechanisms to students. We continue to interrogate ourselves regarding best practice and work hard to maintain or improve current standards. This is reflected in the comments made by our EE, and there are no specific recommendations made at this time. We feel strongly that we give full consideration to the feedback comments and recommendations made by the EE. It is gratifying to see that Jayne has recognised how this has manifested in high quality work by our students. We have implemented a robust assessment mechanism and we always ask the EE to review specific student work where the grade was contested between the assessment team. Jayne has been super helpful in supporting the development of the course and we have acted on her recommendation regarding exams, many have been removed and alternative assessment methods agreed via minor modifications to modules.</p>
<p><b>Any other Comments:</b></p>	<p>We are extremely grateful to Jayne for her support of our course over her long tenure as EE. Her input has been so helpful. Thank you Jayne for your continued support of our course and the work of our students.</p>
<p><b>Electronic Signature:</b></p>	
<p><b>Date Report Completed:</b></p>	<p>24/10/22</p>