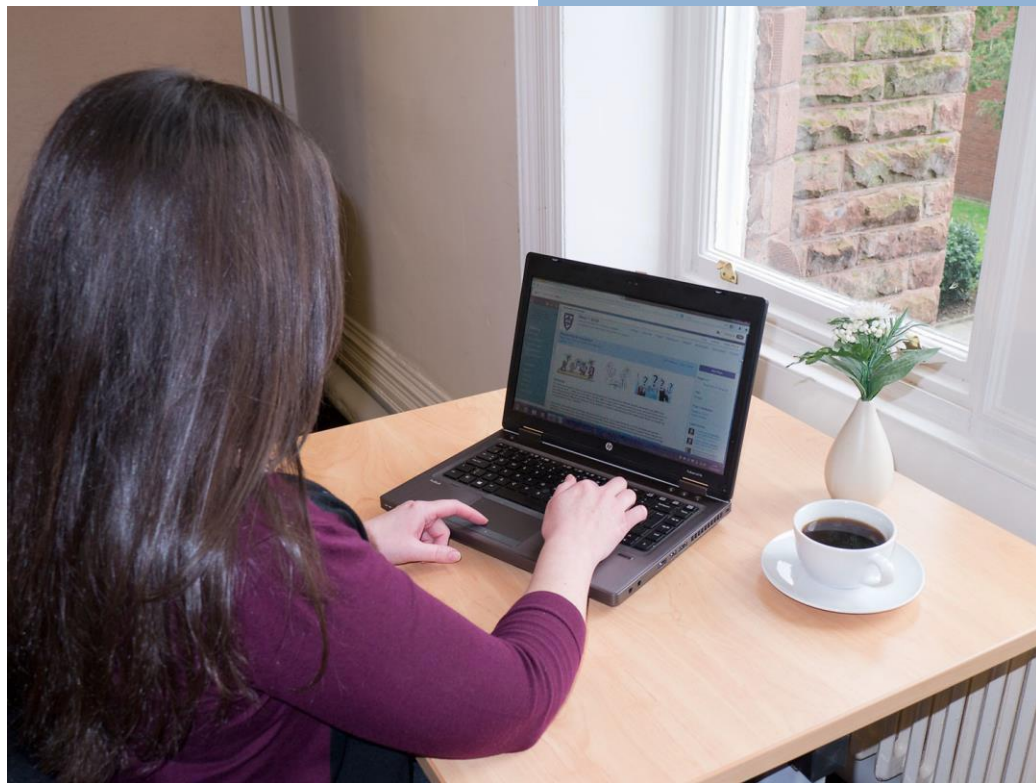




UNIVERSITY OF  
LIVERPOOL

# Postgraduate Certificate in Veterinary Business Management

## STUDENT HANDBOOK



**Veterinary Postgraduate Unit**  
School of Veterinary Science  
University of Liverpool  
Leahurst  
CH64 7TE

**Tel:** +44 (0) 151 794 6016

**Email:** [vpuoffice@liverpool.ac.uk](mailto:vpuoffice@liverpool.ac.uk)

## WELCOME FROM THE DIRECTOR OF VETERINARY POSTGRADUATE EDUCATION

Dear Student

On behalf of everyone here, a very warm welcome to the University of Liverpool's Veterinary Postgraduate Unit which sits within the School of Veterinary Science.

The unit offers a number of further study programmes for the postgraduate student. Whatever your area of interest or stage in your career, you will find options to help you advance and develop your skills: from accredited programmes such as the CertAVP, developing your business skills through our Veterinary Business Management programme, to programmes for veterinarians interested in research training or a career in academia.

Further information on all our programmes and options for further study can be found on our [website](#). Alternatively, telephone our office to speak to one of the team who will be more than happy to help.

In the meantime, we hope you enjoy your studies with us at Liverpool.



Professor Catherine McGowan  
Director of Veterinary Postgraduate Education

## PURPOSE OF THE HANDBOOK

This handbook is applicable to anyone studying with us as part of their Certificate in Veterinary Business Management, PgDip in Veterinary Professional Studies or using one or more of the 4 x core modules towards achievement of the RCVS Certificate in Advanced Veterinary Practice (CertAVP).

It has been written to provide all the information you need to help you understand how your study is organised, where you can obtain further information and assistance, what you can expect from the unit, and also what we expect from you.

You should read it thoroughly during the early weeks of your programme. If you need to refer back to it at any point you will find a copy within your modules on our online teaching and learning platform.

## KEY CONTACTS

### Directors

**Professor Catherine McGowan BVSc MACVSc DEIM Dip ECEIM CertVBM PhD FHEA FRCVS**

Director of Veterinary Postgraduate Education

E-Mail: [cmcgowan@liverpool.ac.uk](mailto:cmcgowan@liverpool.ac.uk)

Tel: +44(0)151 7946152

**Nichola Steel BVM&S MSc CertAVP (EM) FHEA MRCVS**

Director of Veterinary CPD (Large Animal)

E-Mail: [nicsteel@liverpool.ac.uk](mailto:nicsteel@liverpool.ac.uk)

Tel: +44(0)151 7949452

### Programme Coordinator

**Dr. Ben Sykes Dr. Ben Sykes BSc BVMS MS Dip ACVIM Dip ECEIM MBA PhD**

Honorary Lecturer

E-Mail: [bensykes@liverpool.ac.uk](mailto:bensykes@liverpool.ac.uk)

### Administrative/Support Team

**Lucy Barrett BSc (Hons)**

Senior Administrator/Academic Support

E-Mail: [vpumod@liverpool.ac.uk](mailto:vpumod@liverpool.ac.uk)

Tel: +44(0)151 7956299

**Charlie Russell PgCert AMAUA**

Senior Administrator/Academic Support

E-Mail: [vpumod@liverpool.ac.uk](mailto:vpumod@liverpool.ac.uk)

Tel: +44(0)151 7956299

**Cathie Heller**

Assessment/Student Support

[vpusupport@liverpool.ac.uk](mailto:vpusupport@liverpool.ac.uk)

Tel: +44(0)151 7946165

**David Dudley**

Student/Technical Support

E-Mail: [vpusupport@liverpool.ac.uk](mailto:vpusupport@liverpool.ac.uk)

Tel: +44(0)151 7949458

### Module Enrolments and Queries

**Veterinary Postgraduate Unit**

Tel: +44(0)151 794 6016

E-Mail: [vpuoffice@liverpool.ac.uk](mailto:vpuoffice@liverpool.ac.uk)

## THE VETERINARY BUSINESS MANAGEMENT PROGRAMME

The University of Liverpool has undertaken to deliver the Postgraduate Certificate in Veterinary Business Management, a fully taught, structured e-learning programme that can be taken as standalone CPD modules, up to four core ("C") modules to contribute to the CertAVP or as the full postgraduate certificate programme of six modules leading to the degree award.

It is open to anyone currently engaged in, or seeking to be involved in, veterinary business management, such as practice / office managers and veterinary staff.

The PgCert (VBM) is provided 100% online, so you can study from home and you are continuously assessed throughout the modules. When you access the structured modules, the topics and assessment deadlines are listed, so you can plan ahead around busy work/home commitments. You will receive full library access and plenty of support and guidance from our specialists, and facilitated discussion with your peers.

The programme is designed to be studied part time to fit around existing work commitments and is focused around integrating the introductory and core modules into a comprehensive business plan for the real world.

### Programme Structure

The PgCert(VBM) is a 60-credit programme at Master's degree level, consisting of six modules starting with a four week introductory module. This is followed by four 16-week modules that cover key aspects of business management (human resources, marketing, finance and accounting and business strategy and entrepreneurship) and a 16-week work-based learning module.

Each module is designed to encourage the candidate to critically evaluate the daily activities of a veterinary practice against the fundamentals of business management, with emphasis on how the business management literature relates to veterinary practice.

Enrolment for the introduction to veterinary business management modules take place three times per year with the four core modules operating on a rotating basis and the work-based learning module is offered three times per year, allowing candidates to start and stop according to their own schedule – over usually two years and within a maximum of three years.

### Method of Teaching

The structure of the modules is such that learning materials and assessments are provided on a weekly basis allowing candidates to work through each module at a steady pace. Extensive peer to peer interaction is encouraged through the use of discussion boards where students can interact and collaborate, bouncing ideas between colleagues and academic staff within the virtual 'classroom'.

### Assessment

Assessment is on-going and throughout each module there are a number of assignments with set submission dates and feedback provided by module tutors. Assignments take various forms, including essays, short answer questions and assessed discussion boards reflecting the study material learnt against the candidates' own business experience.

## Module Content

### **Introduction to Veterinary Business Studies (5 credits)**

This 4 week module is a prerequisite for the veterinary business management core modules.

The aim of the module is to provide an introduction to online business education. Further, the module will introduce current concepts of business strategy. Candidates are expected to use practice based experience and previously acquired knowledge involving the understanding and implementation of business strategy. This includes the creation and implementation of vision and mission statements and the use of SWOT analysis.

Upon completion candidates are expected to demonstrate the capacity for initiative and personal responsibility in dealing with complex situations. Further they are expected to have acquired the independent learning abilities required for continuing professional development.

At the end of the module candidates should be able to:

1. Demonstrate a systematic understanding of the use of internet based technology in continuing professional development.
2. Demonstrate a critical awareness of the importance of vision and mission statements in the veterinary industry.
3. Demonstrate an ability to critically review the current literature and discuss the various business strategies that may be used in small to medium sized enterprises.
4. Demonstrate an ability to recognise and address the complexities of business management through SWOT analysis.
5. Review and critically reflect on their current practices in light of the knowledge gained.

The syllabus of the first study unit will introduce the online teaching format while the syllabus of the second unit will cover the importance of business strategy in the veterinary industry. It will include discussion on the role of vision and mission statements.

### **Marketing (10 credits)**

The aim of this 16 week module is to develop practice based experience and previously acquired knowledge involving the understanding and implementation of current marketing theory. This includes the concept of holistic marketing, the role of consistency and consumer expectation management in marketing and the importance of product, brand and customer equity in relation to veterinary business management.

At the end of the module candidates should be able to:

1. Demonstrate a systematic understanding of the theory of holistic marketing, its implementation and importance in current business practices.
2. Demonstrate a critical awareness of the importance of product consistency and how it relates to customer expectations in high-relational settings such as the veterinary industry.
3. Demonstrate an ability to critically review the current literature and discuss the differences between, and significance of, product, brand and customer equity.
4. Demonstrate a comprehensive understanding of customer lifetime value and how it relates to the candidate's industry.
5. Demonstrate originality in the application of knowledge gained in a real world business setting.

6. Review and critically reflect on their current practices in light of the knowledge gained.

The syllabus will cover the importance and role of marketing in the veterinary industry. It will include discussion on current marketing theory and differences that the veterinary industry presents compared to traditional B2B or B2C settings. Emphasis is placed on relationship management and differentiation of marketing from advertising.

### **Human Resources (10 credits)**

The aim of this 16 week module is to develop practice based experience and previously acquired knowledge involving the understanding and implementation of current human resource management theory.

This includes the importance of employee input in motivation, application of Maslow's hierarchy of needs and the use of different management structures and tools for conflict resolution.

At the end of the module candidates should be able to:

1. Demonstrate a systematic understanding of the importance of the Hawthorne effect and its role in employee motivation.
2. Demonstrate a critical awareness of the Maslow's hierarchy of needs and its implications in employee motivation, remuneration and conflict resolution.
3. Demonstrate an ability to critically review the current literature and discuss the various management structures that may be used in small to medium sized enterprises.
4. Demonstrate an ability to recognise and address the complexities that human resource management entails.
5. Review and critically reflect on their current practices in light of the knowledge gained.

The syllabus will cover the importance of effective human resource management in the veterinary industry. It will include discussion on the importance of different personality types, staff motivation, employee remuneration and reward, organisational structure and conflict resolution.

### **Finance and Accounting (10 credits)**

The aim of this 16 week module is to develop practice based experience and previously acquired knowledge involving the understanding and implementation of current financial and accounting theory. This includes the role of finance and accounting in effective veterinary business management, the central nature of capital and cash flow management and the use of inventory control to maximise return on investment.

At the end of the module candidates should be able to:

1. Demonstrate a systematic understanding of financial accounting, management accounting and financial management.
2. Demonstrate the ability to analyse and prepare the three main financial statements (balance sheet, profit/loss statement and cash flow projections).
3. Demonstrate a critical awareness of the centrality of inventory control in effective cash flow management and discuss the different strategies that may be used in inventory control.

4. Demonstrate a comprehensive understanding of the advantages and disadvantages of different means of capital acquisition and an ability to deal with related issues both systematically and creatively.
5. Review and critically reflect on their current practices in light of the knowledge gained.

The syllabus will cover the importance and role of financial accounting, management accounting and financial management in the modern veterinary business and tools in each discipline. Further it will cover the critical aspects of resource management including inventory control and discussion on the various methods of capital acquisition.

### **Business Strategy & Entrepreneurship (10 credits)**

The aim of this 16 week module is to develop practice based experience and previously acquired knowledge involving business strategy and the unique challenges facing entrepreneurial enterprises in the modern business environment. This includes the importance of developing a well laid out business plan that includes a clear business strategy, mission statement and SWOT analysis. Mechanisms through which capital can be raised and the importance of a harvest strategy are covered in particular relevance to the veterinary industry.

At the end of the module candidates should be able to:

1. Demonstrate a systematic understanding of the differences between business strategy, mission statements and business goals.
2. Demonstrate a critical awareness of the value of a business plan that includes the factors covered in learning outcome 1 plus other critical factors such as SWOT analysis, and of the value of wide distribution of the business plan within an organisation.
3. Demonstrate a systematic understanding the challenges faced by, and advantages held by, entrepreneurial enterprises and relate them to real world settings.
4. Demonstrate an ability to critically review the different harvest strategies available to the entrepreneur.
5. Review and critically reflect on their current practices in light of the knowledge gained.

The syllabus will cover the importance and structure of a well laid out business plan, discussion on means through which small and medium sized enterprises grow and the advantages and disadvantages that such organisations have. Further, it will include discussion on harvest strategies and management of difficult financial times and/or bankruptcy.

### **Work Based Learning (15 credits)**

The aim of this 16 week module is to provide a summary to the online veterinary business education programme. The module aims to consolidate the knowledge and skills learnt in the prior veterinary business management modules. Candidates are expected to use practice based experience and previously acquired knowledge involving the understanding and implementation of business strategy. This is expected to culminate in the development of a comprehensive business review of an operating veterinary business.

Upon completion candidates are expected to have acquired the independent learning abilities required for continuing professional development.

At the end of the module candidates should be able to;

1. Demonstrate a systematic understanding of the importance of human resources, accounting, marketing and strategic planning in a real world business setting.
2. Demonstrate an ability to problem solve when faced with real world business situations.
3. Demonstrate a critical awareness of the importance of integration of the current management literature into small to medium sized enterprises.
4. Demonstrate an ability to consolidate the aforementioned areas into a clear vision and business strategy.
5. Demonstrate an ability to communicate the aforementioned areas in written form.

The first study unit will review the importance of vision and mission statements and the role of SWOT analysis in business planning. The second unit will review human resources, the third accounting, the fourth marketing and the fifth business strategy and their respective roles in their current work place setting. The sixth study unit will be dedicated to finalisation of the business plan.

### Candidate Pre-Requisite Requirements

The programme is open to veterinary surgeons and non-veterinary staff who are actively involved in business management. As such it provides an avenue for veterinarians or practice managers seeking to develop a further understanding of their own business or, alternatively, it creates an opportunity for veterinary or non-veterinary staff who are looking to gain a new skill with the goal of improving their future job prospects.

Enrolment on the PgCert (VBM) programme is open to candidates who hold an undergraduate degree in Veterinary Science, Veterinary Nursing or a Business Management related subject.

However, for candidates who do not have the necessary prerequisite HE training, but who have been working in Veterinary Business Management for over 12 months, applicants would be considered on a case-by-case basis for entry onto the programme, with a minimum of two references required.

If the applicant is from a country where English is not the first Language they will be required to show evidence of attainment of English at a minimum IELTS score of 7 or equivalent.

### Fees

Modules are priced individually, and you can book and pay for one module at a time. Current fees are listed on the [booking forms](#).

### How to Enrol

To book your place on any of our modules or programmes please complete and return the appropriate Booking Form and/or Registration Form which can be accessed via the [website](#).

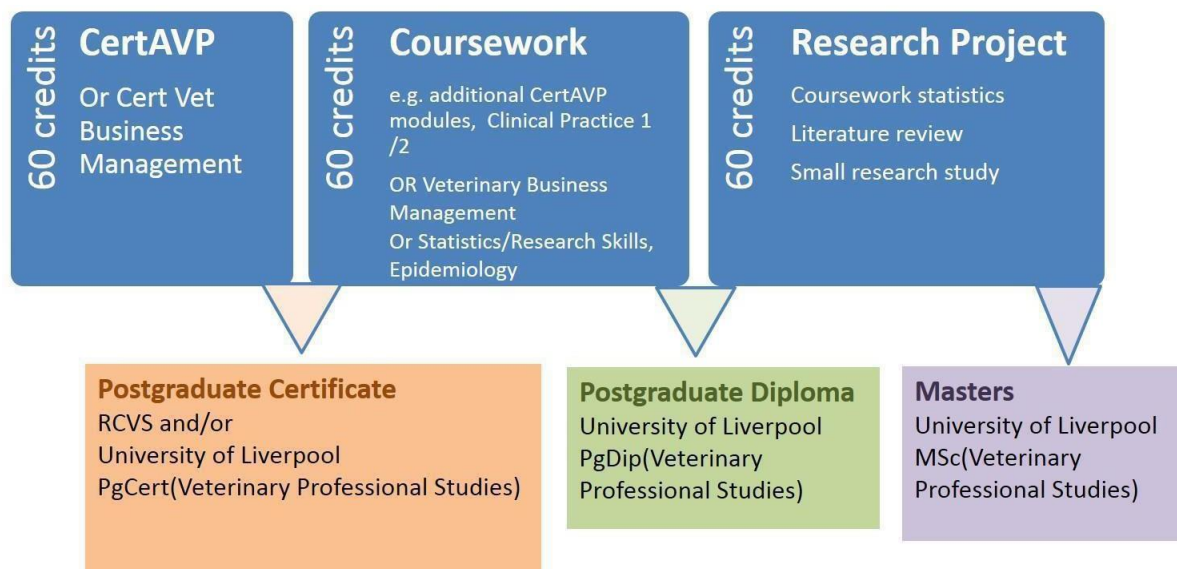
### Continuing your Studies

On completion of the 60 credits candidates will automatically be eligible for a Postgraduate Certificate in Veterinary Business Management award from the University of Liverpool. Any candidates who are members of the Royal College of Veterinary Surgeons (MRCVS), or veterinary surgeons who hold an equivalent registerable qualification can then choose whether they wish to graduate or continue their studies towards a Postgraduate Diploma or MSc in Veterinary Professional Studies.

Assessment for the four core modules is also approved by the RCVS and successful

attainment of these modules can contribute towards achievement of the RCVS Certificate in Advanced Veterinary Practice (CertAVP).

The following image represents an overview of the pathways available for higher awards in Veterinary Professional Studies.



## COMMUNICATION WITH STUDENTS

There are several ways in which we will communicate with students and it is important that you familiarise yourself with these areas so that you can check for messages and notices regularly. Failure to do so may mean that you miss important information regarding your study.

### Email

All students are provided with a University email account and once your registration is complete, all University communications will be sent to this account. It is very important that you check this regularly, and also during any breaks in your study. To forward your University of Liverpool email onto another account, please review the following [page](#).

If you do email academic or administrative staff, please do so only from your University email account stating the module you are enrolled on and if possible, your student ID number. In a unit with approximately 700 students each semester, this will help us to identify you more easily and respond to your enquiry.

Please try to find information in this handbook, through your modules or through the Veterinary Postgraduate Unit web pages in the first instance; if you cannot find what you are looking for, let us know so that we can post that information for the benefit of other students.

### Canvas Based Messaging Service

The platform which hosts the modules (Canvas) also offers the option of a Canvas based messaging service. Email remains the preferred choice for communication but delegates are welcome to use the Canvas messaging service when contacting one another or their module co-ordinator if their module coordinator directs them to do so. Please note, if your module coordinator does not ask you to use Canvas messaging, they are unlikely to check messages from there and so please use email or the discussion area.

## Student Intranet and Liverpool Life

As a student at the University of Liverpool you have full access to the [Student Intranet](#). Within this site you will find all the information, advice and guidance required to help you manage your academic life such as online library support, IT support, access to policies & procedures, support around managing your study and much more. We recommend you set the Student Intranet as your home page whilst you are studying.

Within the Student Intranet, you will also find [Liverpool Life](#), which is the University of Liverpool's portal for current students. Within the portal you can access your programme results and transcripts and the facility to request official documentation.

## Online Teaching and Learning Platform

In 2020, the University of Liverpool invested in a new platform for its teaching. In September of that year, we started to transfer all our modules from the old platform, Virtual Interactive Teaching at Liverpool (VITAL) to the new one, Canvas. Both represent the online teaching platform used to deliver our modules supporting learning and teaching activities across the Internet.

The Veterinary Postgraduate Unit actively uses your online modules to deliver essential information to students. This facility takes advantage of web technologies to enable quick and easy provision of module materials and other relevant information, wherever you are in the world. It also allows students to communicate effectively with their peers, academics involved in the module and the VPU staff.

Students are expected to monitor information concerning their study on their online module regularly. Teaching specific information will be communicated via your online module either formally, in the structured sections, or informally in the form of announcements and discussion posts. Examples of the types of information that will be displayed there include: assessment feedback, reminders for key dates and updates to module materials. Generic information about your study will also be communicated via your online module, and examples of the type of information that will be displayed there include: copies of this handbook, FAQs, regulations and guidance, useful web-links, and University documentation such as Extenuating Circumstances Guidelines.

## Veterinary Postgraduate Unit Website

The Veterinary Postgraduate Unit's website is: <http://www.liverpool.ac.uk/vets/cpd>

## External Post

Sometimes we need to contact you via the external postal system (e.g. issuing certificates) so it is important that the unit is kept informed of any changes to your address.

## Telephone Contact

All staff have a direct telephone number and many have voicemail. You can find the numbers within the 'Key Contacts' section within this handbook, but also on each module.

## STUDENT RESPONSIBILITIES

All members of the University community – students, alumni and staff – share responsibility for the continued success of the institution and our students. The [Student Charter](#) sets out our partnership in learning, what the University will provide and what students should undertake. When reading this charter please bear in mind that in our modular programmes your Academic advisor is your module coordinator in the first instance.

### Confidentiality

A general note on confidentiality: Throughout the programme in general, we will at times discuss matters that may be of a confidential nature. All assessments submitted directly for assessment will be dealt with in the strictest confidentiality, however it must be remembered that anything posted on a discussion board is viewable by all members of the module.

Because the emphasis of the programme is on the concepts of business management it is acceptable to use aliases or fictional results (such as altered profit/loss statements) in your submissions. This should remove any remaining confidentiality issues. If you still have concerns then please contact the module co-ordinator and we can arrange fictional data to work with.

### Time and Study Commitment

As a postgraduate student studying at Masters level you are expected to be motivated and self-directed, and are responsible for organising your own time and making sure that assessment deadlines and other requirements are met. As a distance-learning student this is particularly important.

Weekly time commitments may vary week to week, but you are expected to study a minimum of approximately 6.25 hours a week for a 10 credit module. If you are having difficulty in meeting any module requirements it is your responsibility to let the Assessment Administrator or your Module Coordinator know.

### Online Communication

As an online programme, much of the communication is in written form, such as in group discussion boards, and we ask that you follow these guidelines in order to ensure that communication is effective and productive:

Communication should be constructive, positive and respectful

Don't attack or judge prematurely

Write clearly and re-read messages before sending to avoid misinterpretation or misunderstanding

Use appropriate grammar and punctuation

- Don't use all capital letters, it can be considered SHOUTING
- Don't use exclamation marks to emphasise frustration!!!!!!
- Don't use red writing, this can be interpreted as being angry or annoyed

Don't write impulsively or write anything that you would not say face-to-face

### Computer Requirements

As an online programme you will be accessing a range of tools via the internet. Some basic requirements are required in order to be able to complete the modules. You will need to have access to a computer with the following minimum technical specification and

accessories:

### For Windows and Mac

- **Operating System:** Windows 10, Mac OS 10.11 (El Capitan) or higher
- **Processor:** Intel i3 or equivalent; 2GHz or higher
- **Hard Drive:** 80 GB or greater
- **Memory:** 2 GB of RAM or higher, 4GB preferred, depending on the OS
- **Internet Connection:** Broadband internet connection. Note: If you are using a mobile internet provider, you may experience timeouts, IP address issues, session problems, or course mail issues caused by latency. You may also incur additional costs if you go over your mobile data allowance.
- **Browser:** Firefox, Google Chrome. To verify that your browser has all required plugins, use [Canvas's Browser Checker](#).
- **Software:** Mozilla Firefox or Google Chrome, Microsoft Office 2016, 2019 or Office 365, up-to-date Adobe Acrobat Reader\* (Adobe products are available via a free download).
- **Graphics and Sound:** Capable of viewing video/audio over the internet (try YouTube with your machine to see if you can play and hear a video).
- **Webcam/Microphone:** Camera enabled device or separate webcam. Microphone enabled device or separate microphone
- **Mobile App Requirements:** Device OS iOS 11+ Android 5+

If you do not have the minimum specification outlined above or would like to ask a question about the technical requirements of joining our courses, please contact Computing Services Department on 0151 794 4567 or email [servicedesk@liverpool.ac.uk](mailto:servicedesk@liverpool.ac.uk) and let them know what equipment you have, as there may be free\* updates that can be applied to your computer to help make it compatible with our learning systems.

### Feedback from Students to Staff

Student feedback is very important for the review and development of modules and the programme as a whole. All modules have an anonymous module feedback survey which we invite you to complete. In some years, students are invited to take part in the Postgraduate Taught Experience Survey (PTES), run in conjunction with the Higher Education Academy. The overall aim of these surveys is to identify where improvements can be made in order to enhance the quality of individual modules and the programme. A high response rate is vital to obtain useful results and participation is greatly appreciated.

Informal feedback is welcome at any time, via the discussion board, email or phone.

### Student complaints

The Student Charter sets out the general entitlements and responsibilities of students. If you believe you have a legitimate complaint that cannot be solved in the first instance by communication with our team, you should refer to the [Student Charter](#) to clarify what is reasonable for you to expect from the University in the relevant area and whether you have discharged your corresponding liabilities. If, having consulted the Student Charter, you wish to proceed with a complaint you may invoke the Student Complaints Policy and Procedure. For more information please click [here](#)

## ASSESSMENT INFORMATION

Click [here](#) for a full copy of the Assessment Regulations for your module – further information can also be found below.

### Penalties for Word-counts

For assessments that have a recommended number of words, students should not submit work that exceeds this figure by plus 10%. Penalties will be applied for exceeding the word count and in some cases where assessors are looking for students to present work succinctly penalties may be applied as soon as the word count has been exceeded. Please refer to the specific grading rubrics/ assessment criteria for guidance and note that assessors may stop marking beyond the permitted word length. Unless stated otherwise in specific assessment guidelines, tables, diagrams, references and appendices are not included in the word count

### Failing Assessments

A student who fails the overall cumulative assessment for a module (the minimum pass mark is 50%) or fails to submit or complete all assessment items satisfactorily may be allowed to resubmit one or more items of assessment within 3 months of the module completion date.

A student with incomplete assessment(s) at Module Review Board will be considered a fail for the module (except where the student has approved Extenuating Circumstances), irrespective of their final cumulative grade.

The Module Review Board will determine whether you are permitted the opportunity to re-sit failed assessments. The marks gained for any individual module through reassessment will be capped at 50% for the purposes of calculating the overall average mark and determining classification for an award; the actual mark achieved through re-assessment will be the mark recorded on the transcript except where the re-sit is a consequence of approved Extenuating Circumstances – often referred to as a 'first-sit'. The results of any resubmission attempts will be ratified at the next Module Review Board. If resubmission is unsuccessful, or the student fails to resubmit in the invited period, the student will fail the module and be required to retake the module next time it runs. Module fees will apply.

Failure of the same module more than once or several modules in succession will result in discussion at Module Review Board and may result in termination of studies.

### Academic Integrity

By submitting your work you are agreeing to the University's [Academic Integrity Policy](#) that you have not plagiarised nor copied material, nor have you embellished, fabricated nor falsified any of the data nor have you colluded in producing the work nor submitted commissioned or procured work.

Discussion posts, essays and reports are required to be submitted via Turnitin and are checked for academic integrity. It is critical that, in order to avoid the potential for inadvertent plagiarism, that all works are appropriately referenced. Please ensure that you check the "originality" score in Turnitin once you submit your work. It is your responsibility to highlight any potential issues arising from this score, particularly if you believe that there is a specific reason for the high score. In general, scores above 25% will be critically examined.

If you are unsure of what the University considers plagiarism or how to reference material correctly, please visit our Skills4Study resource within your online module or via the student homepages.

A student cannot be assessed more than once on the same piece of work (i.e. essays etc. cannot be resubmitted even if it is a different module or a different topic).

## Assessment Feedback

If you submit an assignment on time you can generally expect feedback within 2 weeks. However, if you submit later than the due date you may not receive feedback for up to a month afterwards. Feedback can be found in your online module.

For modules with larger assessments, such as the final Work Based Learning Project, the typical university feedback period of 1 month will be applied.

There are several examiners who mark the assessments. This may lead to some differences of opinion on what constitutes the “correct” way to do/write anything! On the positive side it means that your work is assessed by examiners who are active in different areas of the field. If you can assimilate all the pieces of advice, it should help you with any future writing/research project and with the compilation of advisory reports to clients/insurance companies/colleagues etc.

Please be aware that the most critical marking and feedback is often the most valuable to you. Some comments will be made purely to give you the assessor’s personal point of view. This view may not always be the same as you or other assessors. It is important to be aware that you will not have your grade reduced as a result of personal opinions such as this but we consider it extremely valuable to you to have access to specialist opinion.

## Grading Rubrics

Specific grading rubrics will be used for all assessment and these will be available within the relevant assessment instructions page on your online module.

## Moderation

Any student who achieves a final borderline mark of 45-55% will be moderated by the Module Coordinator or designated module moderator (as per University of Liverpool Regulations). This means marks may be adjusted to ensure they are consistent and fair. Any moderated cases where there is variation of >10% will be flagged and discussed by both examiners. Where agreement is not easily reached these will be passed on to the external examiner to mediate the final grade.

## Boards

A Module Review Board/Board of Examiners will be formed consisting of academics contributing to the assessment for the relevant module being examined, Module Coordinator or representative and the External Examiner. This will be held three times a year. Primary remit is to approve completed module marks giving the external examiner the opportunity to comment. Students should be aware that all assessment grades are provisional pending ratification at the relevant Board.

## STUDENT SUPPORT

If you are experiencing difficulties with any aspect of your study, you should contact your Module Coordinator in the first instance, who will be happy to discuss any issues. You can also contact members of the administrative team via their email address, which can be found at the start of this handbook.

## Disability Support

The Disability Support Team is responsible for the co-ordination of support for disabled

students and provides a specialist guidance and support service for all prospective and current students.

They provide support and advice to students with a wide range of impairments. This can include, but is not limited to:

- Visual impairment
- Hearing impairment
- Mobility impairment
- Medical conditions which may be long term or progressive (e.g. epilepsy, chronic fatigue syndrome)
- Mental Health difficulties
- Autistic spectrum disorder (ASD) e.g. Asperger's Syndrome.
- Specific Learning Difficulties (e.g. dyslexia, dyspraxia, dyscalculia)

Please visit the Disability Support Team's website

(<https://www.liverpool.ac.uk/studentsupport/disability/>) for further information and guidance.

To speak with a member of the Team please telephone the Disability Support Team on (0151) 794 4714, 794 5117, 795 0323 or contact them by email: [disteam@liverpool.ac.uk](mailto:disteam@liverpool.ac.uk)

**Please Note:** Any disclosure made must also be reported to the Assessment Administrator on [vpusupport@liverpool.ac.uk](mailto:vpusupport@liverpool.ac.uk) at the start of your module so that any individual support you may require be put into place for you as soon as possible.

## PROCEDURES

### Procedure for Handling Requests for Extensions

**Requests for extensions should only be made for unexpected situations. As a postgraduate student you are expected to be motivated and self-directed, and are responsible for organising your own time (e.g. holidays/travel) and making sure that assessment deadlines and other requirements are met.**

If a student has a valid reason for late submission there will usually be no penalty for assessment submitted late, but still within the module period, provided prior notification and approval by email to the Assessment Administrator has been made. A request can only be made within the 5 working days prior to the due date for the relevant assessment.

Assessment which requires, in part, group interaction within a certain time frame may still have marks deducted if the late submission falls outside of the interaction period, even if still within the module period.

Any assessment submitted late outside of the module period (without approval) will be subject to a penalty of 5% per working day (capped at 50% i.e. a student who would have otherwise passed, cannot fail solely on late submission as per University of Liverpool guidelines).

A penalty free extension to the due date, up to 2 weeks beyond the module period, may be granted by the Assessment Administrator (in agreement with the Module Coordinator) providing the student completes a Request for Minor Extension form (accessed via the online module). A request can only be made within the 5 working days prior to the end of the module.

An extension beyond the period of 2 weeks following completion of the module will only be granted by the Assessment Administrator (in agreement with the Director of Studies) to students who have approved Extenuating Circumstances on medical or other exceptional grounds in line with the examples of acceptance evidence ([Section 3.4 CoPA Appendix M](#)), up to a maximum of 12 months. The student must

complete a Request for Extension with Extenuating Circumstances form (accessed via the online module) submitted at least 10 working days prior to Module Review Board for approval by the Extenuating Circumstances Committee. A student who fails to submit or complete all assessment items within a maximum of 12 months will be recorded as failed due to incompleteness at the subsequent Module Review Board. The student's right to resubmission will not be affected - please see the Assessment Regulations for further information.

### Procedure for Handling Extenuating Circumstances Claims

We recognise that sometimes students can perform poorly in assessments due to circumstances beyond their control. These circumstances are described as extenuating circumstances.

Extenuating circumstances might include:

- Illness affecting the student
- Bereavement
- Serious illness affecting a close family member
- Unforeseeable or unpreventable events.

Independent documentary evidence, such as medical certificates, must be provided in all cases to verify extenuating circumstances.

You must submit your claim within five working days after the events under consideration occur and no later than 3 days after the date of an examination or submission date, unless otherwise stated. Once you have submitted your extenuating circumstances claim form (accessed via the online module) and supporting evidence, your case will be considered by the department or school's Extenuating Circumstances Committee before the main Board of Examiners' meeting.

If a Board of Examiners accepts that there have been extenuating circumstances surrounding your performance, it will usually not regard the poorer than expected performance at its face value in making decisions about your progress in studies or final degree classification. You will be informed of the outcome of your claim after the meeting of the Board of Examiners.

**Further information, forms and deadline dates for submission of Extenuating Circumstances will be posted on the online module.**

For the most up to date procedures, please click [here](#)

### Procedure for Handling Assessment Appeals

The University is committed to ensuring that it provides for its students a high quality educational experience, supported by appropriate academic services. It recognises, however, that there might be occasions when students will feel that they have cause to appeal against an academic decision made by a Module Review Board or Board of Examiners in relation to their studies.

The Assessment Appeals Procedure outlines the details of appeal considerations and, in the event of an appeal being unsuccessful, students' rights to further appeal. For the most up to date procedures, timescales and links to the policy, please click [here](#).