

Besluit **Besluit strekkende tot het verlenen van accreditatie aan de opleiding hbo-master Imagineering, Master in Business Innovation from the Experience Perspective van de NHTV Internationale Hogeschool Breda**

	datum	Gegevens
	11 april 2013	Naam instelling : NHTV Internationale Hogeschool Breda
Besluit accreditatie hbo-master	onderwerp	Naam opleiding : hbo-master Imagineering, Master in Business Innovation from the Experience Perspective (60 ECTS)(postinitieel)
Imagineering, Master in		Datum aanvraag : 19 september 2012
Business Innovation from the		Varianten opleiding : voltijd, deeltijd
Experience Perspective van de		Locaties opleiding : Breda
NHTV Internationale		Datum goedkeuren panel : 20 november 2012
Hogeschool Breda		Datum locatiebezoeken : 26 en 27 november 2012
(000834)		Datum visitatierapport : december 2012
uw kenmerk		
454 HvO/LR		
ons kenmerk		Beoordelingskader
NVAO/20131099/SL		Beoordelingskader voor de uitgebreide opleidingsbeoordeling van de NVAO (Stcrt. 2010, nr 21523).
bijlagen		
3		

Bevindingen

De NVAO stelt vast dat in het visitatierapport deugdelijk en kenbaar is gemotiveerd op welke gronden het panel de kwaliteit van de opleiding voldoende heeft bevonden.

Advies van het visitatiepanel

Samenvatting bevindingen en overwegingen van het panel.

On 26 and 27 November 2012, the programme Master in Imagineering of NHTV was assessed by an expert committee. The overall judgment of the committee is satisfactory. The 12 month Master programme (17 months executive students) Imagineering can be characterized as a professional master in business and social innovation from the experience perspective. The programme focuses on the concept of 'designing for organizational emergence using the imagination to enable other stakeholders to become co-designers of the future'. This focus is based on the assumption that business is a major force in realising change in society and that by helping organizations and institutions to make the required shift in logic, individuals can contribute to the change in society. The programme feels that this paradigmatic shift in society asks for a shift in education and therefore aims to prepare students to coordinate a collective process of collaboration between the participants in the learning organization, in order to reflexively and critically

Pagina 2 van 7 create a knowledge that help to understand the process of change promoted by the Imagineering Design Method. The assessment committee values the strong belief of the lecturers of the programme in this concept. The assessment committee also appreciates the ample input from the professional practice into the curriculum and feels the Academy succeeded in creating a programme that is highly appreciated by the students. Students praise the small scale, informal and friendly atmosphere and feel the lecturers are approachable and available.

Intended learning outcomes

The assessment committee qualifies the Intended learning outcomes as satisfactory. The intended learning outcomes have been defined in eleven competencies. These competencies have been developed together with the industry on the occasion of the first assessment by the NVAO in 2005. According to the assessment committee the qualifications are adequately defined and there is a clear relation with the Dublin Descriptors. In order to be able to translate the competencies into the curriculum, the competencies are redefined in concrete terms by formulating three levels of competency. According to the assessment committee the competencies including the clarification by three levels and task performance conditions are concrete for the students.

Curriculum

The assessment committee qualifies standards 2,4,5 and 6 pertaining to the topic Curriculum as good and standards 3 and 7 as satisfactory. The assessment committee feels the fully English taught curriculum is well oriented towards the application of concepts within the professional practice. The guest lecturers from the professional field (including several from abroad), the field trip and the assignment in the application company all give the students ample opportunity to apply the acquired theoretical concepts to real life assignments. There is a clear relationship between the competencies and the content of the programme and there is a clear build-up in the level of competencies. The didactical concept is based on the collaborative methodology and fits in to the concept of Imagineering according to the assessment committee. The programme uses a wide range of teaching methods, which are well aligned and successful in realizing a student learning community and stimulating co-creative abilities of the students. Students confirm that the curriculum is feasible, though hard work. The programme appeals to students with diverse nationalities. This diversity in the student population fosters intercultural awareness and strengthens the international perspective of the programme.

Staff

The assessment committee qualifies all standards pertaining to the topic Staff as good. The team of lecturers is enthusiastic and has a strong believe in bringing the concept of Imagineering into practice. Students also value the professionalism of the lecturers. The lecturers show commitment to the programme and the students. There is a firm staff policy within NHTV. According to the assessment committee this policy involves a large investment in the professional development of the staff. The assessment committee is impressed by the high academic level of the lecturers. The staff student ratio is favorable in comparison to the national mean.

Facilities

The assessment committee qualifies standard 11 pertaining to the topic Facilities as good and standard 12 as satisfactory.

Pagina 3 van 7 The assessment committee is content with the general services and facilities. Two days a week a specific classroom with state-of-the-art equipment is reserved for students of the Master in Imagineering. The library and the digital learning environment are up to standard. Several communication channels are used to provide students with information. For individual students with disabilities there is a specific, tailor made policy. The assessment committee considers the procedures for tutoring and the student counsellor to be adequate.

Quality assurance

The assessment committee qualifies standard 13 pertaining to the topic Quality assurance as good and standards 14 en 15 as satisfactory.

NHTV uses standards and systems enabling a systematic and continuous quality improvement process. This system follows the PDCA cycle and is translated to the Academy where objectives are formulated and being evaluated. The system of quality care is adequately organized and executed thoroughly, structurally and periodically at the Academy. The programme is capable of and willing to implement measures for improvement and will make them more demonstrable in the near future.

Assessment and learning outcomes achieved

The assessment committee qualifies all standards pertaining to the topic Assessment and learning outcomes achieved as good.

The specific characteristics of the didactical concept of the programme is leading in the testing policy. The programme uses a variation of testing methods. Tests are also closely related to practice and the industry.

The testing policy is well structured according to the assessment committee. The Board of Examiners plays a central role in the process of quality control. The tests in itself represent good quality and the right complexity. The graduation works represent Master level. Grading is realistic and the research skills are clearly appropriate for the Master level. Most of the subjects of the graduation works are relevant and up to date.

Recommendations

Besides these positive findings, there are some improvements to be recorded. These issues are mainly seen as the space for further improvement and do not affect the overall assessment.

The professional profile and the learning outcomes have not been updated since 2005. The assessment committee feels that this is partly an effect of the assumption of the programme that Imagineering is a completely new and unique concept. Certainly it obtains unique elements but to achieve the ambitions of the programme it has to navigate from the pioneering phase to a next level. Collaboration with different disciplines, co-creating knowledge and practices and a dialogue with the professional field is needed. An up-date of the professional profile should be part of this. As well as the need for regular meetings with the advisory board. It is not enough to only assume the value and the necessity of the programme on a thorough comprehension of literature on the trends in business and society. A structured dialogue with the professional field and other disciplines on business issues is important and will be also be helpful to articulate the value of Imagineering for the professional field. In the slip stream it may help to spread the word about the added value of Imagineering in creating business solutions.

Although the assessment committee feels that the prescribed and recommended reading list consists of good, relevant and up to date books and articles, the reference to the design thinking is not as well exemplified as expected. Also the absence of an 'antibook' –

Pagina 4 van 7 academic literature that reflects more traditional viewpoints and values and perhaps questions the concept of Imagineering – is regrettable.
The assessment committee feels that the articulation and contrasting of different sets of values is important for students to develop their own professional identity.
The assessment committee strongly supports the improvement in involving the external stake holders more structurally in evaluating the programme.

Besluit

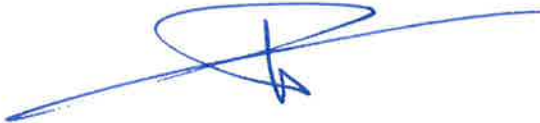
Ingevolge het bepaalde in artikel 5a.10, tweede lid, van de WHW heeft de NVAO het college van bestuur van de NHTV Internationale Hogeschool Breda te Breda in de gelegenheid gesteld zijn zienswijze op het voornemen tot besluit van 5 maart 2013 naar voren te brengen. De instelling heeft gereageerd op het voornemen tot besluit. Dit heeft geleid tot een aanpassing in het besluit.

De NVAO besluit accreditatie te verlenen aan de hbo-master Imagineering, Master in Business Innovation from the Experience Perspective (60 ECTS; variant: voltijd, deeltijd; locatie: Breda) van de NHTV Internationale Hogeschool Breda te Breda. De NVAO beoordeelt de kwaliteit van de opleiding als voldoende.

Dit besluit treedt in werking op 18 oktober 2013 en is van kracht tot en met 17 oktober 2019.

Den Haag, 11 april 2013

Nederlands-Vlaamse Accreditatieorganisatie



R.P. Zevenbergen
(bestuurder)

Tegen dit besluit kan op grond van het bepaalde in de Algemene wet bestuursrecht door een belanghebbende bezwaar worden gemaakt bij de NVAO. De termijn voor het indienen van bezwaar bedraagt zes weken.

Onderwerp	Standaarden	Beoordeling door het panel <i>voltijd</i>	Beoordeling door het panel <i>deeltijd</i>
1. Beoogde eindkwalificaties	1. De beoogde eindkwalificaties van de opleiding zijn wat betreft inhoud, niveau en oriëntatie geconcretiseerd en voldoen aan internationale eisen	V	V
2. Programma	2. De oriëntatie van het programma waarborgt de ontwikkeling van vaardigheden op het gebied van wetenschappelijk onderzoek en/of de beroepspraktijk.	G	G
	3. De inhoud van het programma biedt studenten de mogelijkheid om de beoogde eindkwalificaties te bereiken.	V	V
	4. De vormgeving van het programma zet aan tot studeren en biedt studenten de mogelijkheid om de beoogde eindkwalificaties te bereiken.	G	G
	5. Het programma sluit aan bij de kwalificaties van de instromende studenten.	G	G
	6. Het programma is studeerbaar.	G	G
	7. De opleiding voldoet aan wettelijke eisen met betrekking tot de omvang en de duur van het programma.	V	V
	3. Personeel	8. De opleiding beschikt over een doeltreffend personeelsbeleid.	G
9. Het personeel is gekwalificeerd voor de inhoudelijke, onderwijskundige en organisatorische realisatie van het programma.		G	G
10. De omvang van het personeel is toereikend voor de realisatie van het programma.		G	G
4. Voorzieningen	11. De huisvesting en de materiële voorzieningen zijn toereikend voor de realisatie van het programma.	G	G
	12. De studiebegeleiding en de informatievoorziening aan studenten bevorderen de studievoortgang en sluiten aan bij de behoefte van studenten.	V	V
5. Kwaliteitszorg	13. De opleiding wordt periodiek geëvalueerd, mede aan de hand van toetsbare streefdoelen.	G	G
	14. De uitkomsten van deze evaluatie vormen de basis voor aantoonbare verbetermaatregelen die bijdragen aan realisatie van de streefdoelen.	V	V
	15. Bij de interne kwaliteitszorg zijn de opleidings- en examencommissie, medewerkers, studenten, alumni en het afnemend beroepenveld van de opleiding actief betrokken.	V	V
6. Toetsing en gerealiseerde eindkwalificaties	16. De opleiding beschikt over een adequaat systeem van toetsing en toont aan dat de beoogde eindkwalificaties worden gerealiseerd.	G	G
Opleiding als geheel		V	V
Eindoordeel		V	V

De standaarden krijgen het oordeel onvoldoende (O), voldoende (V), goed (G) of excellent (E). Het eindoordeel over de opleiding als geheel wordt op dezelfde schaal gegeven.

Tabel 1: Rendement voltijd / deeltijd.

Cohort	2006	2007	2008	2009	2010	2011
Voltijd	90%	100%	95%	69%	72%	8%
Deeltijd	n.v.t.	70%	n.v.t.	n.v.t.	n.v.t.	20%

Tabel 2: Docentkwaliteit.

Graad	MA	PhD
Percentage	44%	56%

Tabel 3: Student-docentratio.

Ratio	1:15
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Tabel 4: Contacturen per week.

Studiejaar	1
Contacturen	8

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- Karina Visscher, voorzitter, heeft vele jaren ervaring als manager in hoger onderwijsorganisaties en tevens ervaring als voorzitter van visitatiecommissies;
- Dirk De Corte, lid, is managing partner en eigenaar van ImproveMenT. Als trainer, coach en consultant is houdt hij zich bezig met strategie ontwikkeling, strategie implementatie, leiderschap en organisatie ontwikkeling. De heer De Corte is ook senior associate bij Bookbuzz. Bookbuzz helpt management van organisaties om innovatief te denken ('fresh thinking'). Tevens is de heer De Corte deeltijd hoogleraar aan de Universiteit van Antwerpen. Hij combineert deze activiteiten met diverse posities in de culturele sector.
- Dany Jacobs, lid, is lector Kunst, Cultuur en Economie bij de HAN en ArtEZ. Daarnaast bijzonder hoogleraar Industriële ontwikkeling en innovatiebeleid aan de UVA;
- Robert Young, lid, is hoogleraar Design Practice en tevens directeur van het Centre for Design Research, Northumbria University;
- Irma Földenyi, student-lid, studeerde in juli 2012 af als master-student aan de Design Academy in Eindhoven

Het panel werd ondersteund door Drs C. de Monchy, secretaris (gecertificeerd oktober 2010).