

ASSESSMENT REPORT

'Assessment of conditional approval'

hbo-bachelor program
International Business
full-time

University of Applied Sciences

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International Business
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Croho: 30029

Hobéon Certificering

Date

9th of June 2022

Auditpanel

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1. GENERAL AND QUANTITATIVE DATA

Name Institution	HZ University of Applied Sciences
Status	Funded
Outcomes of Institutional Quality Assessment	Positive (May 28 th 2019, valid until May 29 th 2025)
Name of programme in Central Register of Higher Professional Education (CROHO)	International Business
ISAT code CROHO	30029
Domain/sector CROHO	Economics
Orientation	Higher Vocational Education (In Dutch: <i>hoger beroepsonderwijs</i>)
Level of the programme	Bachelor
Title, grade	Bachelor of Business Administration (BBA)
Number of credits	240
Specialisations	n/a
Location	Missingen
Variant	Full-time
Joint programme	n/a
Language	English
Date site visit (online)	April 19th 2022

2. INTRODUCTION

This assessment report shows the results of 'Assessment of conditional approval' of the bachelor program International Business of HZ UAS. The auditpanel describes the findings, deliberations and conclusions regarding standard 3 (assessment) of the NVAO accreditation framework, limited assessment.

This report is an addition to the accreditation report of March 2nd 2020 reporting on the visitation of December 6th 2019. The auditpanel considered the program meeting standards 1, 2 and 4 and partially meeting the requirements of standard 3 (assessment).

The NVAO decided on 17th of July 2020, dossier 009676 that the program is accredited conditionally, granting the program the opportunity to meet the conditions within a period of two years based upon the improvement plan of the program of 13th of February 2020.

The auditpanel assessing the conditions on 19th of April 2022 was identical to the panel of 2019. The supporting secretary of the original panel, mrs. B. Roemers, has been replaced by mr. V. Bartelds.

In this assessment report the auditpanel describes the improvement plan, the re-assessment, the findings and the judgement of standard 3 Student Assessment.

Short summary improvement plan

The program has addressed the four conditions of the assessment report in the improvement plan as follows.

Condition 1:

The descriptions in the CER/UR should contain detailed, complete and unambiguous information on assessments (what is assessed and how is it assessed) and assessment levels (CEF or AuCom) for all subjects taught, especially for the languages, being the characteristic part of the IB HZ profile.

Improvement:

For all subjects taught, the level of the assessment and what is assessed will be included in the “UR” of 20/21. (Deadline: 1st July 2020)

Condition 2:

If internationally known and recognised exams for languages are not used, then test matrices including clear and elaborate descriptions of the intended levels should be designed and tests should be developed in accordance with these test matrices.

Improvement:

Test matrices with clear and elaborate descriptions of the intended levels will be designed and included in the UR, the coverage matrix and the course descriptions on Learn. The UR and coverage matrix will be ready 1st July 2020 latest, the course descriptions will follow per quarter during the academic year 20/21.

Condition 3:

The level of the first four language courses should be reconsidered regarding the entry level of students coming from the havo. If there is a big difference between the entry level of a havo student and an mbo student, the programme should find a solution to make the first-year language courses challenging enough for all freshmen.

Improvement:

A proper assessment and communication process will be put in place to advise freshmen about the language levels. This will be done as of August 2020.

Condition 4:

Make sure that the method for monitoring the end level of graduates (preferably comparable to the pre-2017 monitoring method executed by the former deoltoetscommissie) is transparent, i.e. is documented in minutes and/or evaluation reports regarding the assessed samples of final works.

Improvement:

The Assessment Committee will take fifteen samples of students' work, distributed over the assessment of five different assignments tested at end level. This will result in five corresponding assessment reports, each discussing three different tests/assignments. If the committee reports

shortcomings, the Central Exam Committee has the right to ask the study programme to produce and implement an improvement plan. The implementation of this plan will be controlled by the Assessment Committee.

The two first samples of reports and potentially required improvement plans will already be available on 1st of July 2020 at the latest. During 20/21 and 21/22 five reports each will be provided to the Central Examination Board and the study programme. Centralized HZ evaluation of this way of working will be organised in 22/23.

Assessment improvement plan

The auditpanel advised positively on the improvement plan. The improvements were feasible, seemed effective, timely and supported by the essential stakeholders in the program.

In preparation to the visitation on the 19th of April 2022 the auditpanel studied the documentation and the reflection on the improvements of the program. The auditpanel compared notes previous to the visitation to identify informative and verification questions. The visitation was performed online via MS teams, the auditees were in the same room at the institution. The auditpanel had a separate channel available for internal deliberation.

3. ASSESSMENT CONDITIONS STANDARD 3

Student Assessment

Standard 3: The programme has an adequate student assessment system in place.

Explanation NVAO: The student assessments are valid, reliable and sufficiently independent. The quality of interim and final examinations is sufficiently safeguarded and meets the statutory quality standards. The examining board exerts its legal authority. The tests support the students' own learning processes.

Findings

The descriptions in the CER/UR should contain detailed, complete and unambiguous information on assessments (what is assessed and how is it assessed) and assessment levels (CEF or AuCom) for all subjects taught, especially for the languages, being the characteristic part of the IB HZ profile.

The UR-table, the judicial backbone of the education, contains very limited information on assessment and is sparsely used by students. Therefore the program has decided to divert from the improvement plan and elaborate the assessment information in the Learn course-description. This way the essential is communicated in a way that students actually take notice. The auditpanel understands and supports this change. At the same time the panel urges the program to make sure that the information in UR and Learn are completely aligned. The auditpanel concludes the assessment descriptions are up to standard. The international standards are implemented in all applicable places.

If internationally known and recognised exams for languages are not used, then test matrices including clear and elaborate descriptions of the intended levels should be designed and tests should be developed in accordance with these test matrices.

This condition is intertwined with the first condition. The adoption of international standards concerning language levels is beneficial for the assessment criteria being clear for students. The assessments matrices the auditpanel has studied are up to standard, applying CEFR as a reference and the program is still ironing out small details. The auditpanel is advising the program to keep the focus on assessment high on the agenda.

The level of the first four language courses should be reconsidered regarding the entry level of students coming from the havo. If there is a big difference between the entry level of a havo student and an mbo student, the programme should find a solution to make the first-year language courses challenging enough for all freshmen.

The program has addressed this issue by stressing that extra languages are non-compulsory electives for students. Native speakers are not admitted into these courses to limit the bandwidth of proficiency. At the other side of the spectrum students are encouraged to diagnostic testing previous to the course, will be advised to change the course if after four weeks their progress is insufficient and after eight weeks this stern advise is issued as well. The panel asked students if this was addressing the issue sufficiently and students concurred. The auditpanel does observe that these decisions are vulnerable due to the limited number of teachers involved. The panel does acknowledge (and encourages) that the HZ-programs within this domain are working closely together.

Make sure that the method for monitoring the end level of graduates (preferably comparable to the pre-2017 monitoring method executed by the former deoltoetscommissie) is transparent, i.e. is documented in minutes and/or evaluation reports regarding the assessed samples of final works.

The assessment committee of HZ UAS has been auditing the graduation assessment of International Business. A number of issues consistent with the findings of the auditpanel have been identified and addressed. The audit reports the panel has studied were rigorous and have been discussed with the appropriate key players in the program. For the auditpanel the HZ-central exam board is quite distant to the assessment committee.

In some cases the aggregated assessment matrix is not completely aligned with the Personal Learning Outcomes and the national IB-profile. The program is ironing out these imperfections during the rest of this year. Due to corona the improvement-operation has been slightly delayed in some aspects. Student feedback on assessment and process is being taken into account by the program. Students and alumni were positive about the responsiveness of the program.

In general the joint responsibility for the rigorous and transparent assessment across the program including the graduation phase can be strengthened according to the auditpanel.

The graduation coordinator is a key player in the graduation process but the involvement should be more shared among the entire teaching team, in the eyes of the auditpanel. The teaching team development that the panel discussed will address this issue.

The auditpanel witnessed appropriate elements of the quality assurance cycle in place.

This strengthened sense of adherence to quality standards will balance the pioneering and committed atmosphere in the small team with the national requirements.

4. OVERALL CONCLUSION

The auditpanel judges the program has met all conditions set in 2019.

The auditpanel concludes the program internalized the feedback of the original assessment and sufficiently addressed the shortcomings. Conditions 1, 2 and 3 were met within the context of the program. The transparency and rigour of the monitoring system of the graduation level has been significantly and sufficiently improved. The auditpanel encourages the program to extent the clarity of findings in assessing the end level even further.

The program has executed (and adapted) the improvement plan and the current situation the auditpanel has observed satisfies the auditpanel in judging the program has met the conditions set in 2019.

The panel advises the NVAO to continue the accreditation of the Bachelor program International Business of HZ UAS.

The report has been finalized upon consultation of the members of the auditpanel on June 9th 2022.

BIJLAGE I Programma

- 09.00 – 09.30 uur Vooroverleg panel (besloten)**
- 09.30 – 09.45 uur Sessie 1 – Gesprek directie en management**
– *via MSTeams*
- Domein directeur Business, Vitality and Hospitality
 - Program manager
- 09.45 – 10.45 uur Sessie 2 – Gesprek kernteam, evaluation improvements**
– *via MSTeams*
- Domein directeur Business, Vitality and Hospitality
 - Program manager
 - Lecturer and member exam board
 - Student
 - Lecturer
 - Graduation coordinator
- 10.45 – 11.15 uur Bestudering documenten ter inzage door panel**
- 11.15 – 11.45 uur Sessie 3 – Quality assurance**
– *via MSTeams*
- Lecturer and educational coordinator IB
 - Educational support
 - Member of the assessment committee
 - Chair exam board HZ
 - Quality coordinator and lecturer
 - Lecturer, member of the exam board
- 11.45 – 12.00 uur Eventueel extra gesprek directie en (opleidings)management**
– *via MSTeams*
- 12.00 – 12.15 uur Intern overleg panel (besloten)**
- 12.15 – 12.30 uur Terugkoppeling door panel**
– *via MSTeams*

Werkwijze

Het betreft hier een beoordeling na herstel. De algemene focus van deze beoordeling ligt op de voortgang na de vorige audit, meer specifiek op het gerealiseerd eindniveau ofwel standaard 3 'Toetsing.

Bij de beoordeling van de betreffende opleiding is uitgegaan van het door de NVAO vastgestelde "Beoordelingskader accreditatiestelsel hoger onderwijs". Hierin staat per standaard vermeld waarop een auditpanel zich moet richten en de criteria aan de hand waarvan het panel zijn oordeel per standaard moet bepalen.

Op basis van de door opleiding geleverde documentatie heeft het auditpanel zich een beeld kunnen vormen van de primaire en secundaire processen van de opleiding. De onderwijsinstelling heeft met name die aspecten toegelicht in haar Kritische Reflectie die voor een herstel beoordeling van toepassing zijn.

De visitatie was gericht op een verificatie van de bevindingen uit de documentenanalyse en het verkrijgen van aanvullende informatie over de opleiding. Dit geschiedde door gesprekken met vertegenwoordigers van de opleiding, die waren te kenschetsen als 'gesprekken tussen vakgenoten'.

De verificatie door het auditpanel geschiedde door verscheidene malen hetzelfde onderwerp met verschillende geledingen te bespreken en aan de hand van het bekijken van additionele documentatie.

Na overleg met de betreffende opleiding heeft het auditpanel met in achtneming van de daartoe strekkende regels van de NVAO en op basis van zijn documentanalyse en de daaruit voortvloeiende specifieke aandachtspunten de keuze van de gesprekspartners vastgesteld.

Het oordeel van het auditpanel vastgelegd in een conceptrapport werd aan de opleiding voorgelegd voor een toets op eventuele feitelijke onjuistheden.

BIJLAGE II Lijst geraadpleegde documenten

- Kritische reflectie opleiding.
- Elektronische informatiesystemen UR en Learn
- Herstelplan.
- Notulen examencommissie, kalibreersessies en werkveldcommissie

BIJLAGE III Overzicht auditpanel

Naam visitatiegroep:	Niet van toepassing
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Samenstelling en expertise van de panelleden.

Korte functiebeschrijvingen (cv's) van de panelleden die deelnamen aan het auditpanel van de in dit beoordelingsrapport beschreven opleiding.

Naam	Korte functiebeschrijving van de panelleden
Mr. D.J.N.M. Rijnders MSc (chair)	Nies Rijnders studied Economics (Tilburg University). Nies is currently working as a senior policy advisor applied research at Avans University of Applied Sciences. From 2014 until September 2019 he has been working as manager of Avans Expertisecentrum Sustainable Business. From 2007 until 2014 he was dean of Avans School of International Studies. As (lead) auditor he audited education programmes in the economic field on behalf of NVAO and quality assurance agencies.
Mrs. E.M.F. Kerbusch Beng MSc.	Ellen Kerbusch studied Industrial Engineering and Management (Zuyd University of Applied Sciences) and Management (Open Universiteit). Ellen is currently working as a lecturer International Business and as a quality assurance coordinator for the international programmes of Zuyd University of Applied Sciences.
Mr. dr. B.F.W. Wernaart	Bart Wernaart studied International Law (Tilburg University) and obtained his PhD at Wageningen University and Research Centre. Bart holds an AISHE auditor certificate (AISHE stands for Auditing Instrument for Sustainability in Higher Education). Bart is currently working as a lecturer in law and ethics and as lector in the research group Smart Marketing and Strategy at Fontys Hogescholen.
J. Gouwens	Student/alumna International Business (HAN University of Applied Sciences).
V. Bartelds	Certified secretary

Op 3 oktober 2019 heeft de NVAO goedkeuring gegeven aan de samenstelling van het auditpanel t.b.v. de beoordeling van de opleiding hbo-bachelor International Business van HZ UAS onder het 008660.

De door alle panelleden ondertekende onafhankelijkheids- en geheimhoudingsverklaringen zijn in het bezit van Hobéon. In deze verklaring verklaren de panelleden gedurende tenminste vijf jaar voorafgaand aan de audit geen zakelijke noch persoonlijke binding te hebben gehad met de betrokken instelling - anders dan die in het kader van de werkzaamheden als lid van het auditpanel van het evaluatiebureau -, die een onafhankelijke oordeelvorming ten positieve of ten negatieve zou kunnen beïnvloeden.



Hobéon

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