

Besluit

Besluit strekkende tot het verlenen van accreditatie aan de opleiding wo-master Business Administration van de Erasmus Universiteit Rotterdam

Gegevens

	Naam instelling	: Erasmus Universiteit Rotterdam
datum	Naam opleiding	: wo-master Business Administration (60 ECTS)
19 december 2013	Datum aanvraag	: 13 december 2012
onderwerp	Varianten opleiding	: voltijd, deeltijd
Besluit	Afstudeerrichtingen	: General Management, Accounting & Control
accreditatie wo-master	Locatie opleiding	: Rotterdam
Business Administration van de Erasmus Universiteit Rotterdam	Datum goedkeuren panels	: 2 oktober 2012 (AACSB panel) en 3 juni 2013 (Certiked panel)
(001192)	Datum locatiebezoek AACSB	: 16, 17, 18 september 2012
ons kenmerk	Datum visitatierapporten	: AACSB Team Report: september 2013 Certiked rapport: 2 oktober 2013
NVAO/20134066/LL		
bijlage		
3	Instellingstoets kwaliteitszorg	: ja, positief besluit van 17 oktober 2013

Beoordelingskader

Leidraad Beoordelingen Nederlandse Opleidingen door AACSB. Een aanvullende beoordeling van het gerealiseerd niveau is gemaakt door een Certiked-panel. Op deze wijze is het toetsingskader voor de beperkte opleidingsbeoordeling (Stcrt. 2010, nr 21532) genoegzaam afgedekt.

Bevindingen

De NVAO stelt vast dat in de visitatierapporten deugdelijk en kenbaar is gemotiveerd op welke gronden de panels de kwaliteit van de opleiding voldoende hebben bevonden. Het AACSB visitatierapport geeft de bevindingen en overwegingen weer van het panel over het gehele cluster Bedrijfskunde van de Erasmus Universiteit Rotterdam. Het panel heeft meer opleidingen gezamenlijk beoordeeld.

Advies van de visitatiepanels

Bevindingen van het AACSB Peer Review Team

Assurance of Learning

The School has adopted a matrix approach to Assurance of Learning which maps the program-level learning outcomes across the educational goals embedded in the constituent courses. The result is a clear identification of where learning outcomes are taught and where they are assessed. Hence, learning outcomes are now clearly aligned to study and

Pagina 2 van 7 assessment methods. The various committees actively monitor the attainment of the learning objectives and intervene to revise learning objectives and assessment as required. As such there is clear evidence that the school has closed the loop on the Assurance of Learning process. This approach is documented for each program.

To be clear, the Peer Review Team did not find any deficiency in relation to Assurance of Learning but rather suggests that some minor tweaks be made to the system to further improve the effectiveness of the system. The commentary below should be read in this context.

The Rotterdam School of Management (RSM) has an Examination Board which comprises members of the faculty appointed by the Dean. The Examination Board's responsibility is specified under Dutch legislation and its powers are wide-ranging and include assurance associated with the quality of assessment. Hence, there is overlap between the Examination Board's responsibilities and the Assurance of Learning process. The internal champions of the Assurance of Learning process at RSM are the program directors and program managers. The School also operates an overarching Programs Committee. While the system generally works in a collegiate setting, the effectiveness of Assurance of Learning rests largely on the interaction between the program administrators and teaching staff. Given the relatively large number of programs at RSM, there is the potential for some patchiness across the spectrum of programs in relation to the effectiveness of Assurance of Learning.

The School employs a variety of structures at the program level that review Assurance of Learning outcomes. For some programs, the use of an advisory board with both internal and external stakeholder representation is clear. However, for other programs, it is less clear to identify the peak structure that integrates all stakeholder feedback. Notwithstanding, the School is able to point to some exemplars of Assurance of Learning effectiveness and resultant curriculum change for specific programs.

Rest assured that the School has taken its approach to Assurance of Learning seriously. There is substantial documentation, formalised processes and measures.

NVAO standards

The level and/or orientation of the learning outcomes fit within the (inter)national qualification frameworks and have been concretised into subject- or program-specific performance levels.

Therefore the Peer Review Team assesses the degree in which the intended learning outcomes of the program MSc Business Administration meets the NVAO standard 1 as satisfactory.

The aggregate of curriculum, staff, services and facilities constitutes an environment conducive to learning which enables students to achieve the learning outcomes. The program has developed a program-wide, transparent and coherent assessment policy, which, however, is not yet pursued by all parties involved.

Therefore The Peer Review Team Team assesses the degree in which the teaching-learning environment of the program MSc Business Administration meets the NVAO standard 2 as satisfactory.

Pagina 3 van 7 **Bevindingen en conclusie van het Certiked panel met betrekking tot het gerealiseerd niveau**

The panel assesses the level of the theses to be a master level and to demonstrate a corresponding level of complexity.

The panel has verified that the theses of the program address relevant subjects. The subjects of the theses are in accordance with the domain of the program.

The panel assesses the structure of the theses to be adequate. The problem definitions are clear and the hypotheses are appropriate. In one of the theses the hypotheses could have been more profound. The theoretical framework is adequate, although in one thesis the theory could have been more comprehensive. The empirical analyses are in order. In one of the theses this analysis is interesting. In one of the other theses the data collection contains a few biases. The reflection on the results and the discussion of the conclusions are appropriate. In one of the theses these remain somewhat vague.

The literature review in the theses is considered by the panel to be good in some of the theses, whereas in one thesis this review could have been more profound.

The panel assesses the spelling, style and lay-out of the theses to be appropriate. In some of the theses some errors in the English language and some typographical errors were detected by the panel.

The panel has found no major differences between the quality of the theses of the part time students and those of the full time students.

The examiners of the program have given appropriate grades for the theses. For a few of the theses the panel gives a lower grade than the examiners, whereas for one thesis a higher grade would have been appropriate. The differences between the grading by the examiners of the program and the panel, however, are only marginal.

Assessment

These findings and considerations have led the assessment panel to assess the quality of the theses of the full time as well as part time study mode of the MSc Business Administration program to be satisfactory.

Aanbevelingen

De NVAO onderschrijft de aanbevelingen van beide panels.

Ingevolge het bepaalde in artikel 5a.10, derde lid, van de WHW heeft de NVAO het college van bestuur van de Erasmus Universiteit Rotterdam te Rotterdam in de gelegenheid gesteld zijn zienswijze op het voornemen tot besluit van 2 december 2013 naar voren te brengen. Bij e-mail van 17 december 2013 heeft de instelling van de gelegenheid gebruik gemaakt om te reageren. Dit heeft geleid tot enkele tekstuele aanpassingen.

De NVAO besluit accreditatie te verlenen aan de wo-master Business Administration (60 ECTS; variant: voltijd, deeltijd; locatie: Rotterdam) van de Erasmus Universiteit Rotterdam te Rotterdam. De opleiding kent de volgende afstudeerrichtingen: General Management en Accounting & Control. De NVAO beoordeelt de kwaliteit van de opleiding als voldoende.

Dit besluit treedt in werking op 1 januari 2014 en is van kracht tot en met 31 december 2019.

Den Haag, 19 december 2013

De NVAO
Voor deze:



Lucien Bollaert
(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	Standaard	Beoordeling door het panel	Beoordeling door het panel
		<i>voltijd</i>	<i>deeltijd</i>
1. Beoogde eindkwalificaties	De beoogde eindkwalificaties van de opleiding zijn wat betreft inhoud, niveau en oriëntatie geconcretiseerd en voldoen aan internationale eisen	V	V
2. Onderwijsleeromgeving	Het programma, het personeel en de opleidingsspecifieke voorzieningen maken het voor de instromende studenten mogelijk de beoogde eindkwalificaties te realiseren	V	V
3. Toetsing en gerealiseerde eindkwalificaties	De opleiding beschikt over een adequaat systeem van toetsing en toont aan dat de beoogde eindkwalificaties worden gerealiseerd	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 (na nominale studieduur + een jaar)

Cohort	2009	2010	2011
Rendement VT	71%	75%	Nog niet bekend
Rendement DT	80%	86%	Nog niet bekend

Tabel 2: Docentkwaliteit.

Graad	Ma	PhD	BKO
Percentage	1%	99%	73%

Tabel 3: Student-docentratio.

Ratio	VT: 23:1 DT: 20:1
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Tabel 4: Contacturen.

Studiejaar	1	2
Contacturen VT	7,0	nvt
Contacturen DT	14,0	nvt

Het AACSB panel kende de volgende samenstelling:

- Prof. dr. Tim Brailsford (chair), President – Bond University, Australia;
- Prof. Robert Mantha, Immediate Past Dean – Université Laval, Canada;
- Prof. Nicolas Mottis, Former Dean – ESSEC Business School, France.

Het Certiked panel dat het gerealiseerd niveau heeft beoordeeld, kende de volgende samenstelling:

- Prof. J.W. Foppen (chair), professor in Economics with a focus on Strategic Leadership at Maastricht University School of Business & Economics and a senior lecturer in Employability at Zuyd University of Applied Sciences;
- Prof. R.T. Frambach, full professor of Marketing and head of Department of Marketing at the Faculty of Economics and Business Administration of VU University Amsterdam;
- Prof. M. Deloof, full professor and head of Department of Accounting and Finance of University of Antwerp;
- Prof. P. Semal, full professor at Louvain School of Management of Université Catholique de Louvain.

Het Certiked panel werd ondersteund door W.J.J.C. Vercouteren MSc. RC, secretaris (gecertificeerd).