

Besluit

Besluit strekkende tot het verlenen van accreditatie aan de opleiding wo-master Health Food Innovation Management van de Universiteit Maastricht

Gegevens

datum	Naam instelling	: Universiteit Maastricht
30 januari 2015	Naam opleiding	: wo-master
onderwerp		Health Food Innovation Management (120 ECTS)
Definitief besluit	Datum aanvraag	: 1 juli 2014
accreditatie wo-master	Variant opleiding	: voltijd
Health Food Innovation	Locatie opleiding	: Venlo
Management van de	Datum goedkeuren	
Universiteit Maastricht	panel	: 3 februari 2014
(003151)	Datum locatiebezoek	: 18 en 19 maart 2014
uw kenmerk	Datum visitatierapport	: 3 juni 2014
2014.10.1057.NG	Instellingstoets kwaliteitszorg	: ja, positief besluit van 16 mei 2013
ons kenmerk		
NVAO/20150023/ND		

bijlagen **Beoordelingskader**

- 3 Beoordelingskader voor de beperkte opleidingsbeoordeling van de NVAO (Stcrt. 2010, nr 21523).

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.

Standard 1 Inteded learning outcomes

The audit panel argues that the master's programme Health Food Innovation Management adequately reflects the domain-specific framework of reference. The framework was found to be clearly formulated, and its purpose matches the profile and intended learning outcomes of the master's programme. The panel is particularly enthusiastic about the multidisciplinary character of the master's programme, which is unique when compared to other national or international health food-oriented programmes. Students are positioned at the interface between the biomedical/life sciences, consumer sciences, national and international food regulations, entrepreneurship and business development. Hence, they gain a practical understanding of how to apply the multidisciplinary approach, and obtain insights and acquire skills that will help them to work in the health food arena as well as in

Inlichtingen

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Pagina 2 van 7 research or commercial leadership functions. The students learn how to learn, in the panel's opinion, and it praises this stance. One of the overarching goals that might be developed further is the sustainability aspect, as this is a topically important matter. The title of the master's programme – Health Food Innovation Management – covers its breadth and fits the content of the courses very well. Regarding the orientation of the programme, the panel states that there is a good match between an academic approach and a professional attitude. In addition, the intended learning outcomes are well described and target the correct academic master's level. Since there is a rather long list of intended learning outcomes, the panel advises the programme management to differentiate between major and minor ones.

Standard 2 Teaching-learning environment

The curriculum of the master's programme Health Food Innovation Management consists of a unique combination of courses, covering a wide range of disciplines and relevant topics, and is continuously being developed by the programme management. The audit panel states that the multidisciplinary nature is an asset that should be treasured. However, it also believes that food technology might need a more in-depth insight. For example, students could probably benefit from making marketing, food technology and finance into electives. The intended learning outcomes are adequately embedded in the courses and contribute to the coherence of the curriculum.

The problem-based learning approach (PBL) is a teaching concept which has three clear strengths. First of all, students have to work in small groups and learn from one another. A positive result of the group work is that it levels out differences between the students, and hence, weaker students are raised up. Second, students acquire interpersonal skills and a problem-solving attitude, which are very useful assets in their future careers. And last but not least, students are trained to handle the challenges of various disciplines. According to the audit panel, which sees the PBL approach as a very positive aspect of the teaching-learning environment, the teaching formats – including introductory lectures, topic-related lectures, keynote lectures, research seminars, a journal club and site visits – fit the teaching concept adequately.

The audit panel praises the programme management for the achieved intake, especially when considering the remote location (new Maastricht University Campus Venlo, located at a distance from the other Maastricht University Faculties). The PBL approach and the tutors ensure the feasibility of the programme, and this is confirmed by a low drop-out rate. The panel states that the course load could be somewhat increased and that some students might need more challenges. It is enthusiastic about the possibility of going abroad during the master's programme and is pleased to know that foreign students are very well supported during their time in Venlo.

The teaching staff clearly manages to create a vibrant culture among the student population. The audit panel believes that the staff members add an essential human touch to the master's programme, which is of paramount importance to the culture of this curriculum. They are very approachable, and there is a good mix between ages and gender. The panel welcomes the increase in the number of staff with an University Teaching Qualification (UTQ). When it comes to the quantity of the staff members, the panel considers the 3.22 full-time equivalents, which is in line with the faculty standard, to be rather low.

Pagina 3 van 7 The master's programme Health Food Innovation Management is already on an appropriate high-quality level, according to the panel. However, it recommends an increased cooperation between the master's programme and the Programme Committee. In addition, at least one student and one staff member should be present on the Programme Committee.

Standard 3 Assessment and achieved learning outcomes

According to the audit panel, the assessment system of the master's programme Health Food Innovation Management does not yet function adequately. It recommends that the programme management employ a few more staff members to make sure that students get detailed, personal feedback on all their assignments. Although it is convinced that students are aware of the assessment criteria and that the exam types fit the purpose, the assessment of the thesis and internship period requires some improvements. It has three emphatic recommendations to make. First of all, it advises integrating the assessment of the internship in the thesis assessment form. Second, it would like to see a standardised assessment form, in which the criteria and their weight are clarified. Third, it believes it might be worthwhile to add a presentation and oral defence to the thesis assessment, which was the case during the initial two years of the programme. It also feels that the Board of Examiners could use some extra personnel to speed up its reformation process. It appreciates the recent steps that have been taken to ameliorate the quality assurance cycle of assessment procedures.

The panel supports the management in the search for internship placements in industry, and is particularly enthusiastic about the involvement of a second independent supervisor in the thesis procedure. The majority of the selected theses had a clear objective, a logical and consistent line of reasoning, consistent use of footnotes and referencing, and adequate use of English; they demonstrated adequate knowledge of the literature in the field, the research methodology was presented and applied in a well considered way, and there was innovative input from the author. Alumni clarified that due to the multidisciplinary approach of the programme, they are able to operate at the interface of different disciplines. In addition, they know how to present themselves in front of a professional audience, and they benefit in their job search from the interpersonal skills, problem-solving attitude, and connections in industry which they gained during their internship period. The panel is positively surprised that a relatively large number of graduates continue their academic career in a PhD position.

Based on the content of the selected theses, the good connection with the labour market and the preparation for a career in academia, the panel argues that students of the master's programme Health Food Innovation Management achieve the intended learning outcomes upon graduation.

'De NVAO onderschrijft de aanbevelingen van het panel, in het bijzonder deze omtrent de toetsing en de examencommissie.'

Besluit

Ingevolge het bepaalde in artikel 5a.10, derde lid, van de WHW heeft de NVAO het college van bestuur van de Universiteit Maastricht te Maastricht in de gelegenheid gesteld zijn zienswijze op het voornemen tot besluit van 10 november 2014 naar voren te brengen. Bij e-mail van 6 januari 2015 heeft de instelling gereageerd op het voornemen tot besluit. Dit heeft geleid tot aanvulling van bijlage 2 in het definitieve besluit.

De NVAO besluit accreditatie te verlenen aan de wo-master Health Food Innovation Management (120 ECTS; variant: voltijd; locatie: Venlo) van de Universiteit Maastricht te Maastricht. De NVAO beoordeelt de kwaliteit van de opleiding als voldoende.

Dit besluit treedt in werking op 30 januari 2015 en is van kracht tot en met 29 januari 2021.

Den Haag, 30 januari 2015

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
1. Beoogde eindkwalificaties	De beoogde eindkwalificaties van de opleiding zijn wat betreft inhoud, niveau en oriëntatie geconcretiseerd en voldoen aan internationale eisen	Voldoende
2. Onderwijsleeromgeving	Het programma, het personeel en de opleidingsspecifieke voorzieningen maken het voor de instromende studenten mogelijk de beoogde eindkwalificaties te realiseren	Goed
3. Toetsing en gerealiseerde eindkwalificaties	De opleiding beschikt over een adequaat systeem van toetsing en toont aan dat de beoogde eindkwalificaties worden gerealiseerd	Voldoende
Eindoordeel		Voldoende

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

Tabel 1: Rendement.

Cohort	2010	2011
Rendement	94%	94%

Tabel 2: Docentkwaliteit.

Graad	Ma	PhD	BKO
Percentage	6%	94%	50%

Tabel 3: Student-docentratio.

Ratio	18:1
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Tabel 4: Contacturen.

Studiejaar	1	2
Contacturen	12	12

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- Dr. ir. C.D. (Kees) de Gooijer, chair, director of TKI Agri&Food;
- P. (Peter) Wennström, founder, president and expert consultant of The Healthy Marketing Team, Ltd;
- Prof. dr. T. (Tom) van de Wiele, professor in the domain of Gastrointestinal Microbial Ecology and Technology at Ghent University;
- Ir. I.A.J. (Irene) Payens, lecturer in Food Technology at HAS Den Bosch;
- R.A. (Rosella) Koning, BSc., student member, student of the master programmes Food Safety and Nutrition and Health at Wageningen University.

Het panel werd ondersteund door J.J. (Jasne) Krooneman MSc., secretaris (gecertificeerd).