

Besluit **Besluit strekkende tot het verlenen van accreditatie aan de opleiding wo-master Culture, Organisation and Management van de Vrije Universiteit Amsterdam**

| | Gegevens | |
|--------------------|--|---|
| datum | 11 april 2013 | Naam instelling : Vrije Universiteit Amsterdam |
| onderwerp | Besluit accreditatie wo-master Culture, Organisation and Management van de Vrije Universiteit Amsterdam (001255) | Naam opleiding : wo-master Culture, Organisation and Management (60 ECTS) |
| uw kenmerk | CvB/EK/dv/2012/1837 | Datum aanvraag : 20 december 2012 |
| ons kenmerk | NVAO/20131101/SL | Variant opleiding : voltijd |
| bijlagen | 3 | Locatie opleiding : Amsterdam |
| | | Datum goedkeuren panel : 22 mei 2012 |
| | | Datum locatiebezoek : 7 september 2012 |
| | | Datum visitatierapport : 4 december 2012 |
| | | Instellingstoets kwaliteitszorg : aangemeld en geaccepteerd voor het invoeringsregime van de instellingstoets kwaliteitszorg (art. 18.32b en c van WHW) |

Aanvullende informatie

De NVAO heeft bij e-mail van 22 januari 2013 de instelling aanvullende informatie gevraagd over de rendementscijfers. Bij e-mail van 18 februari 2013 heeft de NVAO de aanvullende informatie ontvangen.

Beoordelingskader

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

Bevindingen

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

Samenvatting bevindingen en overwegingen panel.

Standard 1: Intended learning outcomes

The COM master's programme targets students from the Netherlands and abroad who are interested in the interactions of groups of people within organisations and how meaning-making plays a role in these processes. This ethnographic approach is characteristic of the COM programme.

The programme teaches students to look beyond the immediate facts and go behind the scenes to understand the complexities in organisational life. Appropriate fieldwork methods include (participant) observation, field conversations, interviews and document analysis.

During the one-year programme, students develop an academic, critical and investigative, research-focused work attitude. They gain knowledge and insights about the cultural aspects of organisation science, learn how to study these processes and to translate their findings into a report for scientific and non-scientific audiences. Graduates can apply their knowledge and skills in a broad range of organisations.

The committee concludes that the COM programme is clearly designed as an academic master's programme. It has a strong focus on research and on developing a scientific and critical attitude. The committee advises the relevant departments at VU University and Tilburg University to draw up a more elaborate domain-specific framework to guide the further development of the COM programme in the wider context of Organisation Studies.

Standard 2: Teaching-learning environment

The first half of the COM programme teaches students the theoretical and methodological basis. Four courses lay the foundation in organisation theory, the effects of globalisation and the ethnographic approach. For one of the courses, students can choose between an interventionist or an analytical and descriptive approach.

During this period, early November, students select a topic for their master's research project and then write a research proposal in January. After receiving approval of this proposal, they conduct an independent piece of social-scientific, ethnographic research about and in an organisation. The results of their research are presented in a master's thesis. A Research Lab at the beginning of the period of fieldwork teaches students the necessary methodological skills. The focus is on qualitative research methods.

Lecturers use a variety of teaching methods: sometimes traditional lectures, but more often interactive working groups, small group assignments and methodological workshops. Guest lecturers are invited regularly. In addition, students are expected to devote time to self-study.

The COM programme has a stable influx of 15-20 international students each year, and a similar number of students choose to do their fieldwork abroad. The committee appreciates the international orientation of the programme which fits the focus of its content on culture and diversity.

A large part of the intake comes from students with a degree in higher vocational education. To be admitted to the programme, they must first successfully complete the premaster's

Pagina 3 van 7 programme. For financial reasons the premaster's programme will be shortened to 30 EC. At the same time the entrance requirements have been tightened so that the quality of the incoming students is expected to remain at the same level. Staff expects a smaller intake from this group of students and expects this will be compensated by a larger group of international students. In the future, instead of the new premaster's programme, a bridging programme may be offered to international students in the form of a summer course.

The committee finds the feasibility of the programme to be realistic. The structure of the programme allows students who want to obtain their degree within one year to do so. Generally speaking, an ethnographic research project tends to take more time.

The teaching staff of the COM programme is well qualified and covers the broad range of experience, theoretical background and methodological preferences that are needed for this multidisciplinary programme. The teaching load is high, especially because of the large number of master's theses to be supervised. Contacts between lecturers and students are frequent and informal. Students express their appreciation of this.

Standard 3: Assessment and achieved learning outcomes

Courses are assessed by a variety of tests and assignments. The research proposal and the master's thesis are evaluated by two assessors. The quality of the assessments is monitored by the Board of Examiners which has issued a number of useful guidelines. The next step is to check on their implementation.

The committee examined a representative sample of theses and generally found the marking to be fair and consistent. In some cases the presentation of the literature and the data were quite good, but the discussion section failed to link them properly. The committee recommends that the assessment criteria for the various methodological approaches be worked out in greater detail to provide more guidance.

On the basis of the theses, the committee concludes that graduates achieve an academic master's level. This conclusion is confirmed by the experiences recounted by the alumni. COM graduates find relevant jobs at an appropriate level within a fairly short time, and they are satisfied with the knowledge, skills and attitude they learned in the programme.

De NVAO onderschrijft de aanbevelingen van het panel, in het bijzonder:

- het sterker formuleren en uitbreiden van het domein-specifiek referentiekader,
- het behouden en uitbreiden van directe contacten met het werkveld,
- het meer in detail uitwerken van de assessment criteria voor de eindwerken.

Besluit

Ingevolge het bepaalde in artikel 5a.10, tweede lid, van de WHW heeft de NVAO het college van bestuur van de Vrije Universiteit Amsterdam te Amsterdam in de gelegenheid gesteld zijn zienswijze op het voornemen tot besluit van 5 maart 2013 naar voren te brengen. Bij e-mail van 25 maart 2013 stemt de instelling in met het voornemen tot besluit.

De NVAO besluit accreditatie te verlenen aan de wo-master Culture, Organisation and Management (60 ECTS; variant: voltijd; locatie: Amsterdam) van de Vrije Universiteit Amsterdam te Amsterdam. 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 2016 (2019)¹.

Den Haag, 11 april 2013

Nederlands-Vlaamse Accreditatieorganisatie



Ann Demeulemeester
(vicevoorzitter)

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.

¹ Gelet op het bepaalde in artikel 18.32c, derde lid, van de Wet op het hoger onderwijs en wetenschappelijk onderzoek (WHW) bedraagt de geldigheidsduur van de accreditatietermijn van de opleiding maximaal drie jaar zolang de instelling nog niet beschikt over een positieve instellingstoets kwaliteitszorg. Zodra de instellingstoets is verkregen, wordt de accreditatietermijn verlengd naar zes jaar.

| 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 | V |
| 2. Onderwijsleeromgeving | Het programma, het personeel en de opleidingsspecifieke voorzieningen maken het voor de instromende studenten mogelijk de beoogde eindkwalificaties te realiseren | 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 |
| Eindoordeel | | 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.

| | | | |
|------------------|-------------|-------------|-------------|
| Cohort | 2009 | 2010 | 2011 |
| Rendement | 89% | 82% | 51% |

Tabel 2: Docentkwaliteit.

| | | | |
|-------------------|-----------|-------------|------------|
| Graad | MA | PhD | BKO |
| Percentage | 0% | 100% | 16% |

Tabel 3: Student-docentratio.

| | |
|--------------|-------------|
| Ratio | 1:24 |
|--------------|-------------|

Tabel 4: Contacturen.

| | | |
|--------------------|-----------|----------|
| Semester | 1 | 2 |
| Contacturen | 12 | 2 |

- Prof. Arndt Sorge, Honorary Professor, Faculty of Economics and Social Science, University of Potsdam, Germany (chair);
- Prof. Nelson Phillips, Professor of Strategy and Organisational Behaviour, Imperial College Business School, London, UK;
- Prof. Ray Reagans, Associate Professor, Sloan School of Management, Massachusetts Institute of Technology, Cambridge, MA, USA;
- Prof. Hans Doorewaard, Professor of Organisational Development, Nijmegen School of Management, Radboud University Nijmegen, the Netherlands;
- Sanne Keurentjes, BSc, master student of Organisation Studies, University of Tilburg, the Netherlands.

Het panel werd ondersteund door dr. Marianne van der Weiden, secretaris (gecertificeerd).