

## Besluit

**Besluit strekkende tot een oordeel positief van een aanvraag toets nieuwe opleiding van de wo-master Sustainable Entrepreneurship van de Rijksuniversiteit Groningen**

	<b>Gegevens</b>	
<b>datum</b>	29 december 2017	Instelling : Rijksuniversiteit Groningen
<b>onderwerp</b>	Opleiding	: wo-master Sustainable Entrepreneurship
<b>Besluit</b>	Variant	: voltijd
<b>Toets nieuwe opleiding</b>	Afstudeerrichtingen	:
<b>wo-master</b>	Locatie	: Leeuwarden
<b>Sustainable Entrepreneurship</b>	Studieomvang (EC)	: 60
<b>van de</b>	Datum macrodoelmatigheidsbesluit	: 27 februari 2017
<b>Rijksuniversiteit Groningen</b>	Datum aanvraag	: 29 mei 2017
<b>(005823)</b>		
<b>uw kenmerk</b>	Datum locatiebezoek(en)	: 16 oktober 2017
<b>17/05538</b>	Datum paneladvies	: 6 november 2017
<b>ons kenmerk</b>	Instellingstoets kwaliteitszorg	: ja, positief besluit van 29 juli 2014
<b>NVAO/20173161/ND</b>		
<b>bijlage</b>		
<b>2</b>	<b>Beoordelingskader(s)</b>	
	Beoordelingskader voor de beperkte toets nieuwe opleiding van de NVAO (Stcrt. 2014, nr 36791).	

### Bevindingen

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

Samenvatting bevindingen en overwegingen van het panel.

The Accreditation Organisation of the Netherlands and Flanders (NVAO) received a request for an initial accreditation procedure regarding a proposed wo-master Sustainable Entrepreneurship (SE) at the University of Groningen. NVAO convened an expert panel, which studied the information available and discussed the proposed programme with representatives of the institution and the programme during a site visit.

*Standard 1. Intended learning outcomes*

The aim of the SE programme is to educate people who can support the transformation of an unbalanced world economy driven by neoclassical industrial economics to a sustainable society founded on balancing the interests of people, planet and profits. The programme is designed to ensure its graduates develop a personal value system with respect to sustainable entrepreneurship, have acquired an academic research foundation and have developed a portfolio of leadership roles. The panel appreciates the novel transdisciplinary approach, linking knowledge at an academic level to real-life sustainability issues of organisations. The combination of cognitive and social skills is a strong point, as is the solid network of regional companies and organisations. The intended learning outcomes are at the appropriate master's level and in line with the expectations of the professional field, the discipline and international requirements. The panel notes three points of improvement. First, it is important to clearly explain what is meant by the term 'entrepreneurship' in the programme's name, and, second, to manage the students' expectations. Third, the intended learning outcomes can be geared more strongly to the sustainability focus by including more knowledge acquisition on this field of expertise and adopting a more specific social competence framework related to sustainability entrepreneurship. Notwithstanding these recommendations, the panel is convinced that SE will be a valuable programme, educating the innovators of the future.

*Standard 2. Teaching-learning environment*

The one-year curriculum consists of four blocks of 15 EC. Each of the first three blocks consists of three courses of 5 EC. Each course consists of an academic foundation and a lab (research lab, leadership lab and entrepreneurship lab respectively), and focuses on one of the leadership mind-sets. At the start of the programme, students select a key question and case, which may originate from a regional or national company or organisation. This link with a specific issue and organisation will help the students to translate their academic knowledge to real-life practice, culminating in their graduation project in the fourth block of the programme.

The programme structure is translated into a weekly schedule, with mandatory attendance for class meetings. Although this is not usual in master programmes, the panel agrees that it will contribute to the learning community the programme aims for. A wide range of teaching methods will be used. Within the courses, students work on assignments individually (leadership), in pairs (research) or in a team (entrepreneurship). The panel considers the didactic approach to be creative and conducive to the programme's learning objectives. The study materials reflect the current state of the debate in sustainability and entrepreneurship.

The programme is a selective Master's programme. The target group consists of bachelor graduates with a degree in economics and business. An introductory course in sustainability for these students, who are presumably educated in the neoclassical approach, is not

Pagina 3 van 6 envisaged. The strict programme structure makes it difficult to allow such an additional course, but a remedial (summer) course or at least a reading list could be necessary to help students to prepare for the programme. Campus Fryslân, where the SE programme will be organised, will host an interdisciplinary bachelor's programme Global Responsibility and Leadership, inspired by the UN Agenda for Sustainable Development, starting in 2018. In a few years' time, the SE programme will be an attractive option for these bachelor graduates. In the longer run, the panel advises broadening the intake of students to include graduates with a background in natural sciences and technology.

Based on the documentation and interviews, the panel concludes that the programme will be taught by an enthusiastic and knowledgeable team of staff. All staff members are experts in sustainable entrepreneurship, reflected in research and/or consultancy experience. PhD students will be involved as tutors and teaching assistants.

Campus Fryslân will be housed in De Beurs, located in the centre of Leeuwarden. The purchase of this building is subsidized by the city and the province, based on an agreement of commitment with the University of Groningen to at least the year 2030. The panel considers this a strong basis for the programme's sustainability and the cooperation with its environment.

The panel concludes that the curriculum, teaching methods, quality of teaching staff and facilities enable the incoming students to achieve the intended learning outcomes.

#### *Standard 3. Assessment*

For the assessment of intended learning outcomes, the programme uses a variety of sometimes quite innovative assessment methods (such as the two-stage exams) that reflect the range of skills that graduates will need in their future career. The procedures for assessment are clear and will ensure the validity, reliability and transparency of the assessments. The panel found the level of the questions in the examples of the two-stage exams too low. They were focused on the reproduction of knowledge, which is at bachelor rather than at master level, and did not test the students' analytical and reflective skills. The level of the two-stage exams should be raised to the appropriate master level. Based on the discussion about this issue with the programme staff, the panel expects that this will be remedied in time. The Examination Board is not yet fully operational, but the outcomes of its first meeting and the discussion during the site visit show that it is qualified and well-prepared for its task. The panel concludes that the assessment system is adequate.

The panel comes to the conclusion that the programme meets all assessments standards. Given these considerations, the panel advises NVAO to take a positive decision regarding the quality of the proposed programme wo-master Sustainable Entrepreneurship at the University of Groningen.

#### Advies van het panel

Het panel adviseert de NVAO om positief te besluiten ten aanzien van de kwaliteit van de nieuwe opleiding wo master Sustainable Entrepreneurship van de Rijksuniversiteit Groningen.

De NVAO onderschrijft de aanbevelingen van het panel. Met name de aanbeveling betreffende de toetsing op het correcte masterniveau.

### **Besluit**

Ingevolge het bepaalde in artikel 5a.10, derde lid, in verbinding met artikel 5a.11, achtste lid van de WHW heeft de NVAO het college van bestuur van de Rijksuniversiteit Groningen te Groningen in de gelegenheid gesteld zijn zienswijze op het voornemen tot besluit d.d. 20 november 2017 naar voren te brengen. Bij e-mail van 30 november 2017 heeft het college van bestuur ingestemd met het voornemen tot besluit.

De NVAO besluit de aanvraag Toets nieuwe opleiding wo-master Sustainable Entrepreneurship (60 EC; variant: voltijd; locatie: Leeuwarden) van de Rijksuniversiteit Groningen te Groningen als positief te beoordelen.

Advies Croho-onderdeel: economie

Visitatiegroep : nader te bepalen<sup>1</sup>.

Van kracht tot en met 28 december 2023

Den Haag, 29 december 2017

De NVAO  
Voor deze:



Dr. A.H. Flierman  
(voorzitter)

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.

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<sup>1</sup> De opleiding dient ten minste twee jaar voor de vervaldatum gebruik te maken van de zogenoemde aprilronde om zelf zorg te dragen voor een indeling in een visitatiegroep. Daarna neemt de NVAO het besluit over de indeling in een visitatiegroep.

<b>Onderwerp</b>	<b>Standaarden</b>	<b>Oordeel</b>
<b>1 Beoogde eindkwalificaties</b>	De beoogde eindkwalificaties van de opleiding zijn wat betreft inhoud, niveau en oriëntatie geconcretiseerd en voldoen aan internationale eisen	Voldoet
<b>2 Onderwijsleeromgeving</b>	Het programma, het personeel en de opleidingsspecifieke voorzieningen maken het voor de instromende studenten mogelijk de beoogde eindkwalificaties te realiseren	Voldoet
<b>3 Toetsing</b>	De opleiding beschikt over een adequaat systeem van toetsing	Voldoet
<b>Algemene conclusie</b>		<b>Positief</b>

**Bijlage 2: Samenstelling panel**

- prof. dr. P. C. (Peter) van der Sijde (voorzitter), professor of Organisation, Entrepreneurship and Technology at VU University Amsterdam;
- prof. dr. J.M. (Jacqueline) Cramer, professor in Sustainable Innovation at Utrecht University, director of consultancy firm ' Sustainable Entrepreneurship; Strategy and Innovation Consulting' and member of the Amsterdam Economic Board, particularly in charge of the circular economy;
- G. (Geanne) van Arkel, Head of Sustainable Development at Interface;
- L.V.R. (Lennart) van Doremalen MSc, PhD (student-lid) student Subatomic Physics, Utrecht University.

Het panel werd bijgestaan door ir. S. (Lineke) van Bruggen, beleidsmedewerker NVAO, procescoördinator en dr. M.J.H. (Marianne) van der Weiden secretaris (gecertificeerd).