

Besluit strekkende tot een oordeel positief van een aanvraag toets nieuwe opleiding van de post-initiële wo-master Executive Master in Cultural Leadership van de Universiteit Maastricht

Datum	Bijlage(n)	Dossiernummer
31 augustus 2018	2	006610

Gegevens

Instelling	: Universiteit Maastricht
Opleiding	: post-initiële wo-master Executive Master in Cultural Leadership
Graad opleiding	: Master of Arts
Variant	: deeltijd
Locatie	: Maastricht
Studieomvang (EC)	: 60
Datum aanvraag	: 29 maart 2018
Datum locatiebezoek	: 21 juni 2018
Datum paneladvies	: 26 juli 2018
Instellingstoets kwaliteitszorg	: ja, positief besluit van 15 mei 2019

Beoordelingskader(s)

Beoordelingskader voor de beperkte toets nieuwe opleiding van de NVAO (Stcrt. 2016, nr 69458).

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.

Advies panel

Hieronder volgt de samenvatting uit het adviesrapport. Omdat het rapport in het Engels is opgesteld, is deze samenvatting eveneens in het Engels.

On 29 March 2018, the Accreditation Organisation of the Netherlands and Flanders (NVAO) received a request for an initial accreditation procedure regarding a proposed Executive Master in Cultural Leadership (*post-initieel*) at the School of Business and Economics of Maastricht University. NVAO installed an expert panel. The panel members studied the information provided by the institution and discussed the proposed programme with representatives of the institution (Maastricht University and London's Royal Academy of Arts), the faculty (School of Business and Economics) and the programme (Master in Cultural Leadership) during a site visit on 21 June 2018.

Maastricht University (UM) and the Royal Academy of Arts in London (RA) decided to pool their strengths. EMCL is a unique programme of UM in collaboration with the RA. The UM director is responsible for the programme and its quality assurance. RA has appointed a dedicated director. Together they will develop and implement the programme.

The proposed inter- and multidisciplinary programme in Cultural Leadership is an executive master's programme aimed at holders of a bachelor's or master's degree in different fields of expertise who aspire to become a leader in the field of creative and cultural industries. Contributing to the growth of

these industries across Europe is UM's greater mission with this programme. The main objective is to deliver cultural leaders with in-depth knowledge of economics, management and law, who at the same time pay attention to society and sustainability matters and act accordingly, in a flexible and ethically, socially responsible way.

Standard 1 Intended learning Outcomes

Society calls for a new kind of cultural leader. Introducing a programme to deliver these new leaders is of great importance. The panel has seen an interesting UM-RA-combination of strengths and is as excited about this entrepreneurial opportunity and the programme's future, as all stakeholders obviously are.

A clear translation is being made from Dublin descriptors to generic intended learning outcomes for the School of Business and Economics to specific programme objectives for the Executive Master in Cultural Leadership.

Positioning the programme as an executive master is a good choice, according to the panel. A valuable learning community will be created, consisting of all kinds of students bringing in all kinds of cases from their individual professional experiences.

The combination of 'academic' and 'professional' education is well thought through, according to the panel. The policy is set out quite well, without denying the possible tension between an academic and a professional approach.

Being more transparent about what the programme will be focusing on, is the panel's most important recommendation. According to the panel, the programme focuses on (financial and artistic aspects of) visual arts, including museums, collection management and auctions. This is considered to be a strength that should be emphasised.

Standard 2 Teaching-learning environment

The programme is a 60 EC programme, consisting of eight modules (regarding the fields of arts, culture, business, management, collections management, logistics, law, personal leadership, technology, innovation, research methods, exhibitions and events), a couple of compulsory study trips, a "floating module" Cultural Leadership Development Trajectory woven into all modules of the programme as a leitmotiv, and, at the end of the programme, a thesis or thesis internship project.

According to the panel, the programme is beautifully designed. The collaboration with RA is a true unique selling point and so are the special events, the study trips and the three different teaching locations. Students will be provided with all kinds of opportunities to learn and experience, to put theoretical knowledge to practice and to meet with inspiring artists and influential cultural leaders.

The panel was also impressed by the highly qualified teachers and considers them to be charismatic and inspiring. The teachers also succeeded in presenting themselves as a team, crossing boundaries between the Netherlands and the UK.

The panel was pleased to find out that the future student population was indeed diverse. The programme management assured the panel that a lot of the actual applicants are artists and not only economists or businessmen.

The combination of academic and professional education is a dominant feature of SBE policy. Students turned out to be great ambassadors of this policy: they made it clear that this combination is not only possible but in fact quite fruitful.

Being more transparent about what the programme focuses on, is the panel's most important recommendation. A more explicit choice should probably be made: either hold on to the current content of the programme and change the title or change the programme and hold on to the current title.

Standard 3 Assessment

Throughout the curriculum students encounter various forms of assessment: assignments written individually or in a group (essays, papers, plans etc.) and assignments in the form of an individual or group presentation (the apprentice style task, a group debate, dragons' den style business pitch etc.). At the end of the programme, students write a thesis.

The panel was impressed by the assessment system. Assessment methods are adequate and the methods are diverse and will most likely be even more diverse in the future, since new forms of digital output (short films, blogs etc.) are being considered. The assessment evaluation forms too are exceptionally elaborate, according to the panel.

The panel's most important recommendation concerns these evaluation forms and the assessment method of the thesis and thesis internship project. The panel feels a criterion for reflection on the usefulness of research methods should be added to the evaluation form. The panel would also like to suggest to use two separate evaluation forms: one for the academic thesis and another one for the internship project. By using two forms instead of one, a distinction can be made between academically oriented why-questions (thesis) and professionally oriented how-questions (internship).

The panel comes to the conclusion that the programme meets all assessments standards. Therefore the panel advises the NVAO to take a positive decision regarding the quality of the proposed programme of the academic Executive Master in Cultural Leadership at Maastricht University.

Advies van het panel

Het panel adviseert de NVAO om positief te besluiten ten aanzien van de kwaliteit van de nieuwe post-initiële opleiding wo master Executive Master in Cultural Leadership van de Universiteit Maastricht.

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 Universiteit Maastricht te Maastricht in de gelegenheid gesteld zijn zienswijze op het voornemen tot besluit van 13 augustus 2018 naar voren te brengen. Bij e-mail van 23 augustus 2018 heeft de instelling laten weten geen opmerkingen te hebben.

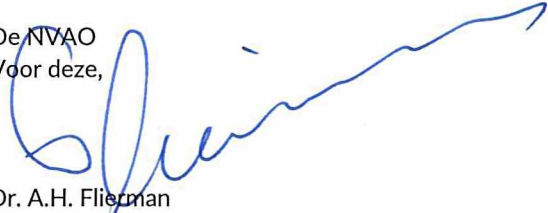
De NVAO besluit de aanvraag Toets Nieuwe Opleiding post-initiële wo-master Executive Master in Cultural Leadership (60 EC; variant: deeltijd; locatie: Maastricht) van de Universiteit Maastricht te Maastricht als positief te beoordelen.

Graad: Master of Arts
Advies Croho-onderdeel: economie
Visitatiegroep: nader te bepalen¹.

Van kracht tot en met 30 augustus 2024

Den Haag, 31 augustus 2018

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.

¹ 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.

Bijlage 1: Overzicht oordelen:

Standaard	Oordeel
<p><u>Beoogde leerresultaten</u> <i>Standaard 1: De beoogde leerresultaten passen bij het niveau en de oriëntatie van de opleiding en zijn afgestemd op de verwachtingen van het beroepenveld en het vakgebied en op internationale eisen.</i></p>	Voldoet
<p><u>Onderwijsleeromgeving</u> <i>Standaard 2: Het programma, de onderwijsleeromgeving en de kwaliteit van het docententeam maken het voor de instromende studenten mogelijk de beoogde leerresultaten te realiseren.</i></p>	Voldoet
<p><u>Toetsing</u> <i>Standaard 3: De opleiding beschikt over een adequaat systeem van toetsing.</i></p>	Voldoet
<p><u>Gerealiseerde leerresultaten</u> <i>Standaard 4: De opleiding toont aan dat de beoogde leerresultaten zijn gerealiseerd.</i></p>	Voldoet
<p>Algemene conclusie</p>	Positief

Bijlage 2: Composition of the panel

- Prof. dr. Arjo Klamer, (chair) is professor of the Economics of Art and Culture at *Erasmus University* in Rotterdam, The Netherlands. He holds the world's only chair in the field of cultural economics;
- Prof. dr. Jonathan Sapsed, (member) is professor of Innovation and Entrepreneurship at *Newcastle University Business School* where he researches and lectures on innovation management and policy;
- Dr. Quirijn van Hoogen, (member) is university lecturer and member of the board of examiners of Sociology of Art and Arts policy at the *University of Groningen*. He has also been a member of the assessment evaluation committee of this university's Faculty of Humanities;
- Naomi Russell (member) is an expert in arts and culture with 20 years experience working internationally both in-house, on an interim basis and as consultant/advisor. Currently she works as interim Adjunct Director at Opera Ballet Vlaanderen. She also teaches courses at Zuyd Hogeschool in Maastricht and at Erasmus University in Rotterdam;
- Sebastiaan van Leunen, (student-member) is a third-year student International and European Law at the University of Groningen and holds a bachelor's degree in history.

On behalf of the NVAO, drs. Laura Oosterveld was responsible for the process coordination and drs. Barbara Roemers (certified secretary) was responsible for the drafting of the experts' report.