

Besluit

Besluit strekkende tot een positief oordeel van een aanvraag toets nieuwe opleiding van de wo-bachelor Business Administration van de Universiteit van Amsterdam

	Gegevens	
datum	Instelling	: Universiteit van Amsterdam
30 juni 2016	Opleiding	: wo-bachelor Business Administration
onderwerp	Variant	: voltijd
Besluit	Locatie	: Amsterdam
Toets nieuwe opleiding	Studieomvang (EC)	: 180 EC
wo-bachelor	Datum macrodoelmatigheidsbesluit	: 14 juli 2015
Business Administration van de	Datum aanvraag	: 12 november 2015
Universiteit van Amsterdam		
(004322)	Datum locatiebezoek	: 16 – 18 november 2015
uw kenmerk	Datum paneladvies	: 2 november 2015
2015cu1665	Instellingstoets kwaliteitszorg	: ja, positief besluit van 26 juni 2013
ons kenmerk		
NVAO/20161293/ND		

bijlage

2

Procedure

De visitatie van deze toets nieuwe opleiding heeft plaatsgevonden conform de overeenkomst tussen AACSB en de NVAO. De QANU heeft het proces van deze toets nieuwe opleiding gecoördineerd.

Beoordelingskader

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.

Standaard 1: Beoogde eindkwalificaties

De opleiding ontvangt voor standaard 1 het oordeel voldoet.

The bachelor's programme Business Administration is a thorough redesign of the existing bachelor's programme Economics and Business. The panel considers that the interlocutors have built a strong case for setting up the new programme with a more specific profile.

The panel considers that the *intended learning outcomes* are sufficiently concrete with regard to content (business administration), level (bachelor) and orientation (academic). They address all relevant competencies in the domain of Business Administration and fit the subject-specific reference framework for the business and economics disciplines. According to the panel, the learning outcomes constitute a good mixture of what students should know and how they should apply this knowledge in practice. Moreover, there is proper attention to both academic approach and professional orientation.

The panel is satisfied that the adoption of the AoL philosophy has accelerated the revision of the learning goals for the new programme and that those involved have performed this review adequately. The panel has noticed that internationalisation is addressed in a comprehensive way throughout the FEB, but that this important strategic objective is not yet reflected in the programme aims. It invites programme management to consider including internationalisation in the intended learning outcomes of the new bachelor's programme.

Standaard 2: Onderwijsleeromgeving

De opleiding ontvangt voor standaard 2 het oordeel voldoet.

The panel considers that the *curriculum* of the bachelor's programme Business Administration is coherent. Stated programme objectives and approaches such as research-based education, broad disciplinary education, specialisation, academic orientation, active learning and meaningful interaction are all reflected in the (delivery of the) new curriculum. The panel appreciates the efforts of management and staff to align the learning goals of individual courses with the programme learning outcomes using the AoL approach. In this respect, the panel suggests that internationalisation is included more explicitly in the learning goals of individual courses.

According to the panel, the new programme takes over the strengths of the old programme while adding innovative elements to the curriculum structure. Students receive both a broad education in business administration and graduate with a specialisation profile. Moreover, students write several short papers to put knowledge into practice and to train their academic skills. The new curriculum also facilitates studying abroad by earmarking the fifth semester for a minor programme. The panel supports these plans and encourages management, staff and services to communicate the opportunities for a study period abroad better and more convincingly to second-year students.

In terms of feasibility, the panel considers that the study load of the new programme is spread evenly within and across the individual semesters. The structure and requirements of courses encourage students to dedicate sufficient time to their studies. Moreover, the thesis process has been redesigned to enable a more structured approach to supervision

Pagina 3 van 7 and evaluation. The panel joins staff and students in applauding this initiative as it keeps students focused on the thesis and reduces study delays.

The panel considers that the FEB is attracting *staff* from all over the world, which results in a group of strong faculty supporting both the research and pedagogical objectives of the FEB and its degree programmes. The panel has received detailed information on the staff that are envisaged to teach in the new programme and considers that sufficient and appropriate faculty have been assigned to the bachelor's programme Business Administration.

According to the panel, *facilities* at FEB are adequate. The panel has visited the recently renovated FEB buildings and understands that students and staff now like to spend considerable part of their time on campus. The FEB puts several counsellors at disposition of its students offering a wide range of social, personal and curriculum-related services such as advice on specialisation courses. Moreover, the panel noticed that student associations are prominently present on campus. In addition to leisure activities, they facilitate among others placement opportunities within and beyond the curriculum. The panel supports the FEB's intention to further increase the level of satisfaction with support services and facilities and suggests surveying if services and facilities meet specific student expectations and needs.

Standaard 3: Toetsing

De opleiding ontvangt voor standaard 3 het oordeel voldoet.

In terms of *assessment*, the panel is positive about the efforts undertaken at central UvA level and about the way this central assessment policy has been translated into guidelines at FEB. The assessment policy and procedures that apply to the current bachelor's programme Economics and Business will also govern the new bachelor's programme in Business Administration as of September 2017. In its discussions with students, lecturers, staff and programme directors, the panel has noticed that this is not only a policy that looks good on paper, but that its provisions are effectively implemented in the day-to-day reality of the programmes.

The panel considers that the thesis evaluation is organised adequately. It welcomes the joint assessment by the supervisor and an assessor, and appreciates the existence and systematic use of a standardised evaluation form. Moreover, assessors provide proper feedback to the students on the quality of the thesis and on the motivation of the final grade. As this feedback is often communicated informally to students, the panel suggests that all evaluation forms, as official transcripts of the thesis assessment process, contain proper feedback with key arguments underpinning the assessors' overall score.

All FEB degree programmes, including the new bachelor's programme Business Administration, are covered by one independent Examinations Board, which fulfils all the requirements set by Dutch law. Further to the discussion during the visit, the panel is confident that the Examinations Board is handling its tasks competently.

Standaard 4: Afstudeergarantie en financiële voorzieningen

De opleiding ontvangt voor standaard 4 het oordeel voldoet.

According to the panel, the FEB has fulfilled all conditions for *continuity* of the new programme. The bachelor's programme Business Administration is based on an existing

Pagina 4 van 7 programme. For this reason no net financial consequences are expected and no specific investments need to be budgeted. Moreover, the student inflow from previous years is a good indicator that there will be sufficient interest from students in the years to come. The Dean furthermore guarantees that students who are enrolled in the programme can finish their studies.

Standaard 5: Gerealiseerde eindkwalificaties

De opleiding ontvangt voor standaard 5 het oordeel voldoet.

Regarding the *achieved learning outcomes* of the new bachelor's programme in Business Administration, the thesis panel indicated that the theses are very well done from a technical craftsmanship perspective. The variety of scores reflect the broad spectre of thesis quality: theses with high grades demonstrate that these students are capable of doing research in a *creative and methodologically sound way*; theses with low grades are of *sufficient quality to pass*. Having established that all theses studied were at least of acceptable quality, the panel considers that the intended learning outcomes of the bachelor's programme are eventually achieved at the end of the curriculum.

Advies van het panel

Het panel adviseert de NVAO om positief te besluiten ten aanzien van de kwaliteit van de nieuwe opleiding wo-bachelor Business Administration van de Universiteit van Amsterdam.

Aanbevelingen

De NVAO onderschrijft de aanbevelingen van het panel.

Ingevolge het bepaalde in artikel 5a.10, derde lid, in verbinding met artikel 5a.11, zesde lid, van de WHW heeft de NVAO het college van bestuur van de Universiteit van Amsterdam te Amsterdam in de gelegenheid gesteld zijn zienswijze op het voornemen tot besluit d.d. 6 juni 2016 naar voren te brengen. Bij e-mail van 13 juni 2016 heeft de heer H.B. Lont namens het college van bestuur ingestemd met het voornemen tot besluit.

De NVAO besluit de aanvraag Toets nieuwe opleiding wo-bachelor Business Administration (180 EC; variant: voltijd; locatie: Amsterdam) van de Universiteit van Amsterdam te Amsterdam als positief te beoordelen.

Advies Croho-onderdeel: economie

Visitatiegroep: nader te bepalen¹.

Van kracht tot en met 29 juni 2022

Den Haag, 30 juni 2016

De NVAO
Voor deze:



R.P. Zevenbergen
(bestuurder)



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.

Onderwerp	Standaarden	Oordeel
1 Beoogde eindkwalificaties	De beoogde eindkwalificaties van de opleiding zijn wat betreft inhoud, niveau en oriëntatie geconcretiseerd en voldoen aan internationale eisen	Voldoet
2 Onderwijsleeromgeving	Het programma, het personeel en de opleidingsspecifieke voorzieningen maken het voor de instromende studenten mogelijk de beoogde eindkwalificaties te realiseren	Voldoet
3 Toetsing	De opleiding beschikt over een adequaat systeem van toetsing	Voldoet
4 Afstudeergarantie en financiële voorzieningen	De instelling geeft aan studenten de garantie dat het programma volledig kan worden doorlopen en stelt toereikende financiële voorzieningen beschikbaar	Voldoet
5 Gerealiseerd niveau	De opleiding toont aan dat het beoogd niveau wordt gerealiseerd	Voldoet
Algemene conclusie		Positief

The assessment panel consisted of:

- Prof. dr. Nicolas Mottis (chair), Professor of Management Control at ESSEC Business School in Cergy (France);
- Prof. dr. Dag Morten Dalen, Professor of Economics, Provost and Senior Vice President of BI Norwegian Business School, Oslo (Norway);
- Prof. dr. Robert T. Schumicrast, Dean en Richard E. Sorensens Chair, Pamplin College of Business, Virginia Polytechnic Institute and State University, Blacksburg (US);
- Lawrence Bolte BSc. (student member), master student Supply Chain Management, Tilburg University.

It was assisted in its tasks by a thesis panel, that provided an advisory report based on the quality of the theses it assessed. The thesis panel consisted of:

- Prof. dr. Wolter Hassink, Professor of Applied Econometrics at Utrecht University and Director of the Tjalling C. Koopmans Research Institute, at Utrecht University School of Economics;
- Prof. dr. Lucas Meijs, Endowed Professor of Strategic Philanthropy and Department Chair of Business-Society Management at the Rotterdam School of Management, Erasmus University;
- Prof. dr. Ed Vosselman, Professor of Accounting at Radboud University, Professor of Management Control in the Public Sector at Vrije Universiteit Amsterdam.

Het panel werd bijgestaan door Kees-Jan van Klaveren, medewerker QANU, procescoördinator en Mark Delmartino, secretaris (gecertificeerd).