

Besluit **Besluit strekkende tot het verlenen van accreditatie aan de opleiding wo-master Marketing van de Vrije Universiteit Amsterdam**

Gegevens

datum	Naam instelling	: Vrije Universiteit Amsterdam
31 oktober 2017	Naam opleiding	: wo-master Marketing (60 EC)
onderwerp	Datum aanvraag	: 25 april 2017
Besluit	Varianten opleiding	: voltijd
accreditatie wo-master	Locatie opleiding	: Amsterdam
Marketing van de Vrije	Datum goedkeuren	
Universiteit Amsterdam	panel	: 13 september 2016
(005637)	Datum locatiebezoeken	: 10 ,11 en 18 november 2016
uw kenmerk	Datum visitatierapport	: 6 maart 2017
CVB/JWB/2017/347	Instellingstoets kwaliteitszorg	: ja, positief besluit van 3 september 2014

ons kenmerk

NVAO/20172442/LL

bijlagen

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Beoordelingskader

Beoordelingskader voor de beperkte opleidingsbeoordeling van de NVAO (Stcrt. 2014, nr 36791).

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.

In this executive summary, the panel presents the main considerations which have led to the assessment of the quality of the programme Master Marketing of Vrije Universiteit Amsterdam, which has been assessed according to the NVAO Assessment Framework. The panel observed programme management has taken up the recommendations made in the previous assessment in 2010. Programme management, among others, elaborated the programme vision and positioning, redesigned the programme contents and provided advanced training in education for the programme director.

The panel is positive about the Faculty's objectives to educate students not only in academic and professional knowledge and skills but also to train them to become

Pagina 2 van 6 responsibly thinking and acting professionals or academics. The latter is a distinct and valuable characteristic of the Vrije Universiteit Amsterdam economics programmes. The panel is positive about the broadness and the depth of the programme objectives, allowing students, among others, to gain in-depth knowledge and understanding of the marketing discipline and to be trained to address practical marketing problems. The panel studied the programme intended learning outcomes and observed these to meet the programme objectives, exhibiting, among others, disciplinary knowledge of marketing theory and methods, advanced academic skills and research skills to contribute to the marketing discipline, knowledge and skills to address complex, real-life marketing problem, skills to interact with other professionals in this field, societal and ethical awareness and an attitude of responsibility. The learning outcomes are consistent with the domain-specific reference framework, which has been drafted by this Faculty and the economics programmes of Erasmus University Rotterdam and Wageningen University. In addition, they correspond to master level requirements.

Programme management conducted a sound comparison to other marketing master programmes in the Netherlands. From this comparison, this programme emerges as a programme especially pronounced in pursuing academic research and in addressing practical, real-life marketing problems.

The panel supports the policies of programme management to align the programme with trends in the professional field.

The admission requirements and processes are adequate for this programme. The requirements, being satisfactory knowledge of marketing and statistics, are valid. The panel is positive about the pre-master programme, which has been put in place for students with deficiencies.

The curriculum reflects all of the intended learning outcomes of the programme adequately and evenly. The panel regards the curriculum to be well designed, being a very appropriate mix of core courses and electives. The panel is positive about the theory offered in the courses, the practical, real-life problem solving skills which students are trained in and the in-depth research skills they acquire. The panel is equally positive about the high-ranking academic literature students are to study. The panel noted corresponding views on the principles governing the curriculum among the Faculty Board, programme management, lecturers and students and regards this to be effective for the quality of the programme.

The panel is satisfied about the educational principles and the study methods of the programme, as these are conducive to the students' learning processes. The number of contact hours is adequate. The policies regarding the introduction and deployment of new and innovative study methods are satisfactory.

Programme management monitors the study pace of students appropriately. The study success rates of the programme are very good.

The panel is positive about the lecturers deployment and evaluation procedures, as these procedures ensure qualified lecturers to teach in the programme. The panel regards the lecturers to be good researchers, working in the forefront of their field of expertise. In addition, the panel is especially positive about the educational capabilities of the lecturers, and their interaction with the students, which may be regarded as intensive and effective. The panel approves of the examination and assessment rules and regulations of the programme. They conform to the Vrije Universiteit and Faculty of Economics and Business Administration policy statements and include, among others, measures to assure the

Pagina 3 van 6 examinations' validity, the reliability of assessments and the competencies and expertise of examiners.

The examination methods in the programme are in line with the course contents to be assessed. The diversity of examination methods in courses and across courses allows for the assessment of knowledge and skills, relevant to the programme.

The panel observed programme management having drafted a comprehensive thesis manual in which the timeline and organisation of the thesis process have been explained clearly. The supervision of the thesis is well organised. The thesis assessment process is a reliable process, as at least two examiners are involved and sound assessment forms are used. The panel welcomes the transition process from assessment forms to scoring models or rubrics, as these may raise the quality of the assessments further.

The panel ascertained the Examination Board to have the responsibilities and to work along the lines, as intended by Dutch applicable law. The Board monitors the examination and assessment processes and inspects examinations. The panel recommends to step up these inspections and to include theses in the quality assurance checks, as the Examination Board plans to do.

The panel found the examinations of the courses to be of adequate quality and to be challenging. The panel studied six theses of students in the programme. Generally, these theses exhibited satisfactory to more than satisfactory academic levels. Initially, four theses were reviewed by the panel. One of these theses was assessed by the panel to be unsatisfactory. Thereupon, the panel selected two more theses with lower grades. These theses have been assessed to be satisfactory by the panel. The unsatisfactory thesis, as a consequence, is regarded by the panel to be an outlier, not being representative of the general quality of the theses.

The panel recommends to programme management to investigate in which manner the proportion of theses being completed unsatisfactorily at the end of the thesis process could be limited. In addition, the panel recommends to ensure the theses' topics to be explicitly within the boundaries of the marketing domain.

The panel assesses the programme Master Marketing of Vrije Universiteit Amsterdam to be satisfactory and recommends NVAO to grant re-accreditation to this programme.

Aanbevelingen

De NVAO onderschrijft de aanbevelingen van het panel.

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Ingevolge het bepaalde in artikel 5a.10, derde 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 4 september 2017 naar voren te brengen. Bij e-mail van 25 september 2017 heeft de instelling van deze gelegenheid gebruik gemaakt. Dit heeft geleid tot enkele tekstuele aanpassingen.

De NVAO besluit accreditatie te verlenen aan de wo-master Marketing (60 EC; variant: voltijd; locatie: Amsterdam) van de Vrije Universiteit Amsterdam te Amsterdam. De opleiding kent geen afstudeerrichtingen. De NVAO beoordeelt de kwaliteit van de opleiding als voldoende.

Dit besluit treedt in werking op 31 oktober 2017 en is van kracht tot en met 30 oktober 2023.

Den Haag, 31 oktober 2017

Namens het bestuur van de NVAO
Voor deze,

Handwritten signature of René Hageman, consisting of a stylized cursive script with a horizontal line underneath.

Mr. L.B. Kroes
Directeur Nederland

René Hageman
Afdelingshoofd Nederland

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	De opleiding beschikt over een adequaat systeem van toetsing.	Voldoende
4. Gerealiseerde eindkwalificaties	De opleiding 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.

Pagina 6 van 6 **Bijlage 2: panelsamenstelling**

- Prof. dr. T.J. Wansbeek, (voorzitter) Emeritus Professor of Statistics and Econometrics, University of Groningen;
- Prof. dr. J. Hartog, (lid) Emeritus Professor of Microeconomics with visiting scholar position, University of Amsterdam;
- Prof. dr. R. Kabir, (lid) Professor and Chair of Corporate Finance and Risk Management, University of Twente;
- Prof. dr. H.C.A. Roest, (lid) Professor in Marketing Management, Tilburg University and Tias Business School;
- S.M. van den Hoek, (student-lid) student Bachelor programme Tax Economics, University of Amsterdam.

Het panel werd ondersteund door drs. W. Vercouteren RC, secretaris (gecertificeerd).