

Besluit **Besluit strekkende tot een oordeel positief onder voorwaarde van een aanvraag toets nieuwe opleiding van de wo-master Marketing van de Vrije Universiteit Amsterdam**

Gegevens

datum	Instelling	: Vrije Universiteit Amsterdam
31 juli 2017	Opleiding	: wo-master Marketing (postinitieel)
onderwerp		
Besluit	Variant	: deeltijd
Toets nieuwe opleiding	Locatie	: Amsterdam
wo-master	Studieomvang (EC)	: 60
Marketing van de	Datum macrodoelmatigheidsbesluit	: nvt
Vrije Universiteit Amsterdam	Datum aanvraag	: 14 juni 2017
(005850)		
uw kenmerk	Datum locatiebezoek(en)	: 10 en 11 november 2016
CVB/JWB/2017/347	Datum paneladvies	: 13 maart 2017
ons kenmerk	Instellingstoets kwaliteitszorg	: ja, positief besluit van 3 september 2014
NVAO/20171852/LL		

bijlagen **Beoordelingskaders**

- 2 – Beoordelingskader voor de beperkte toets nieuwe opleiding van de NVAO (Stcrt. 2014, nr 36791).
- Artikel 5a.11, vierde lid, van de Wet op het hoger onderwijs en wetenschappelijk onderzoek (WHW) (Stb. 2010, 293)
- Artikel 1 van het Accreditatiebesluit WHW (Stb. 2011, 536)

Pagina 2 van 7 **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 onder voorwaarde heeft bevonden.

Advies panel

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. The programme has been assessed according to the NVAO Assessment Framework for Limited Initial Accreditations.

The panel considers the CROHO-domain Economics, which has been suggested by programme management, to be suitable for this programme.

As the panel has been left somewhat puzzled about the academic postgraduate master dimensions of this programme, the panel recommends programme management to explain more clearly which characteristics define the academic postgraduate nature of this programme.

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 responsibly thinking and acting professionals or academics. The latter is a distinct and valuable characteristic of the Vrije Universiteit economics programmes.

The panel approves of 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 marketing problems.

The panel observed representatives of the professional field to support the Faculty's initiative to offer this programme as a postgraduate academic master programme. The policies of programme management to keep the programme aligned with trends in the professional field are satisfactory.

Pagina 3 van 7 The admission requirements and processes are considered by the panel to be not up to standard for this academic postgraduate master programme. The panel is of the opinion programme management should raise the proportion of incoming students who have an academic master degree, in order to conform to the characteristics of a postgraduate academic master programme, and should substantially enlarge the pre-master programme, to allow incoming students with an academic or professional bachelor degree to adequately remedy their deficiencies in domain-specific knowledge and/or in academic and research skills.

The curriculum reflects all of the intended learning outcomes of the programme adequately and evenly. The panel regards the curriculum to be well designed. The theory offered to students in the courses, the application of theory in the cases and the research skills students acquire, are all regarded by the panel to be positive. The panel approves of 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 impressive.

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 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.

Pagina 4 van 7 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 considers the guarantee, presented by programme management, for the students to be able to complete the programme to be solid. The panel regards the budget statement for the programme to be an adequate estimation of the revenues and costs in the coming years.

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. These theses exhibited satisfactory to more than satisfactory academic levels. Initially, four theses were reviewed by the panel. Although none of these theses were assessed by the panel to be unsatisfactory, to be entirely convinced of the theses' quality the panel selected two more theses with lower grades. These theses have been assessed to be satisfactory.

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 conditionally positive in the terms of the Assessment Framework for Limited Initial Accreditation of NVAO. This assessment is the result of standard 2 being only partially met. The panel holds the opinion programme management will be able to meet the conditions, as stated by the panel, within the timeframe of one year.

Advies van het panel

Het panel adviseert de NVAO om positief onder voorwaarde te besluiten ten aanzien van de kwaliteit van de nieuwe opleiding wo master Marketing van de Vrije Universiteit 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, achtste 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 26 juni 2017 naar voren te brengen. Bij e-mail van 28 juni 2017, heeft de instelling ingestemd met het voornemen tot besluit.

De NVAO besluit de aanvraag beperkte Toets nieuwe opleiding van de postinitiële opleiding wo-master Marketing (60 EC; variant: deeltijd; locatie: Amsterdam) van de Vrije Universiteit Amsterdam te Amsterdam als positief onder voorwaarde te beoordelen. De voorwaarde is:

Verhogen van het aandeel instromende studenten met een mastergraad, om beter aan te sluiten bij de karakteristieke eigenschappen van een postinitiële masteropleiding, en substantieel vergroten van het pre-masterprogramma, om instromende studenten met een hbo- of wo-bachelorgraad in de gelegenheid te stellen om hun deficiënties weg te werken in domeinspecifieke kennis en/of in academische en onderzoeksvaardigheden.

De termijn waarbinnen aan deze voorwaarde moet zijn voldaan bepaalt de NVAO op één jaar.

Uiterlijk zes maanden voor afloop van de termijn van de voorwaarden, levert de instelling documentatie aan de NVAO waarin zij aangeeft hoe aan de voorwaarden is voldaan.

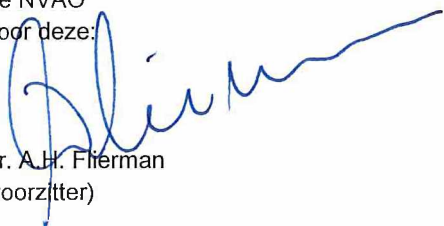
Advies Croho-onderdeel: economie

Visitatiegroep : nader te bepalen¹.

Van kracht tot en met 30 juli 2018.

Den Haag, 31 juli 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.

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 ten dele
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 onder voorwaarde

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- 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 bijgestaan door drs. W. Vercouteren RC, procescoördinator en secretaris (gecertificeerd). Drs. G.H. Lansink, beleidsmedewerker NVAO, was bij het locatiebezoek aanwezig als waarnemer.