

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

**Gegevens**

|                                |   |   |
|--------------------------------|---|---|
| <b>datum</b>                   | <b>Naam instelling</b>                  | : Universiteit van Amsterdam                  |
| 30 juni 2016                   | <b>Naam opleiding</b>                   | : wo-master                                   |
| <b>onderwerp</b>               |   | Business Administration (90 EC) (postnieteel) |
| <b>Besluit</b>                 | <b>Datum aanvraag</b>                   | : 28 april 2016                               |
| accreditatie wo-master         | <b>Varianten opleiding</b>              | : deeltijd, voltijd                           |
| Business Administration van de | <b>Locatie opleiding</b>                | : Amsterdam                                   |
| Universiteit van Amsterdam     | <b>Datum goedkeuren panel</b>           | : 2 november 2015                             |
| (004662)                       | <b>Datum locatiebezoeken</b>            | : 16 – 18 november 2015                       |
| <b>uw kenmerk</b>              | <b>Datum visitatierapport</b>           | : 4 maart 2016                                |
| 2016cu0543                     | <b>Instellingstoets kwaliteitszorg:</b> | ja, positief besluit van 26 juni 2013         |
| <b>ons kenmerk</b>             |   |   |
| NVAO/20161293/ND               |   |   |

**bijlagen**

**2 Procedure**

De visitatie van deze beperkte opleidingsbeoordeling heeft plaatsgevonden conform de overeenkomst tussen AACSB en de NVAO.

**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.

*Standaard 1: Beoogde eindkwalificaties*

De opleiding ontvangt voor standaard 1 het oordeel voldoende.

The FEB offers three types of MBA programmes which have several elements in common, yet differ in terms of key object of study and target group. The 'regular' MBA programme has changed considerably following the previous accreditation visit. The more recently developed 'special tracks' reflect these innovations.

Pagina 2 van 6 According to the panel, the intended learning outcomes are sufficiently concrete with regard to content (business administration), level (master) and orientation (academic). In line with the international definition of an MBA programme, the learning outcomes are rather broad. The panel considers that the programme aims (in general and of the three tracks in particular) are reflected in the learning outcomes, which in turn align with the subject-specific reference framework for the business and economics disciplines.

*Standaard 2: Onderwijsleeromgeving*

De opleiding ontvangt voor standaard 2 het oordeel voldoende.

The panel considers that the curriculum of the MBA programmes is coherent. The individual courses, the special tracks and the overall programme are evaluated regularly. Moreover, the programme is evaluating its performance and structure regularly. 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. Moreover, the panel considers that the MBA delivers on its unique selling points: international, multidisciplinary, small-scale, and customised.

According to the panel, the admission criteria are clear. In terms of feasibility, the panel considers that the study load of the programme is heavy, particularly in the full-time variant. However, the programme management demonstrated during the visit that it is aware of this issue and monitoring the study load regularly.

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 and considers that sufficient and appropriate faculty have been assigned to the MBA programme.

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 a considerable part of their time on campus. Moreover, the panel thinks that the MBA programme disposes of adequate support structures for its students.

*Standaard 3: Toetsing*

De opleiding ontvangt voor standaard 3 het oordeel goed.

In terms of assessment, the panel is positive about the efforts undertaken at central university level and about the way this central policy has been translated into guidelines for assessment at FEB. In the 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: staff is trained and supported to design state-of-the-art assessments; information on exams is made available in time; lecturers provide relevant feedback on assignments; students appreciate the thesis supervision and the transparency of the thesis evaluation process.

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 programme-specific and informative evaluation form. Moreover, assessors provide proper feedback to the students on the quality of the thesis and on the

Pagina 3 van 6 motivation of the final grade. Finally, the sample of theses reviewed indicates that the assessment is done meticulously: for each individual thesis, the panel agrees to the score given.

All FEB degree programmes, including the MBA programme, 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: Gerealiseerde eindkwalificaties*

De opleiding ontvangt voor standaard 4 het oordeel voldoende.

Regarding the achieved learning outcomes of the MBA programme, the thesis panel indicated that all theses are of fine quality and cover an interesting diversity of topics, research questions and methodological approaches. Having established that all theses studied were at least of acceptable quality, the panel considers that the intended learning outcomes of the MBA programme are eventually achieved at the end of the curriculum.

According to the panel, the MBA programme is very much geared towards professional career advancement. Dedicated career and alumni services are in place and complement the good quality MBA programme that offers competencies that are in demand on the labour market.

*Eindoordeel*

Het panel beoordeelt, de beslisregels volgend, de opleiding als geheel als voldoende.

Pagina 4 van 6 **Besluit**

Ingevolge het bepaalde in artikel 5a.10, derde 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 van 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 accreditatie te verlenen aan de postinitiële wo-master Business Administration (90 EC; varianten: deeltijd, voltijd; locatie: Amsterdam) van de Universiteit van Amsterdam te Amsterdam. De NVAO beoordeelt de kwaliteit van de opleiding als voldoende.


Dit besluit treedt in werking op 30 juni 2016 en is 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.

| Onderwerp                                 | Standaard  | Beoordeling door het panel |
|---|--|----------------------------|
| <b>1. Beoogde eindkwalificaties</b>       | De beoogde eindkwalificaties van de opleiding zijn wat betreft inhoud, niveau en oriëntatie geconcretiseerd en voldoen aan internationale eisen.                   | <b>Voldoende</b>           |
| <b>2. Onderwijsleeromgeving</b>           | Het programma, het personeel en de opleidingsspecifieke voorzieningen maken het voor de instromende studenten mogelijk de beoogde eindkwalificaties te realiseren. | <b>Voldoende</b>           |
| <b>3. Toetsing</b>                        | De opleiding beschikt over een adequaat systeem van toetsing.  | <b>Goed</b>                |
| <b>4. Gerealiseerde eindkwalificaties</b> | De opleiding toont aan dat de beoogde eindkwalificaties worden gerealiseerd.   | <b>Voldoende</b>           |
| <b>Eindoordeel</b>                        |  | <b>Voldoende</b>           |

De standaarden krijgen het oordeel onvoldoende, voldoende, goed of excellent. Het eindoordeel over de opleiding als geheel wordt op dezelfde schaal gegeven.

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).