

Besluit Besluit strekkende tot het verlenen van accreditatie aan de opleiding wo-bachelor Economie en Bedrijfskunde van de Universiteit van Amsterdam

	Gegevens	
datum	14 oktober 2013	Naam instelling : Universiteit van Amsterdam
onderwerp	Besluit accreditatie wo-bachelor Economie en Bedrijfskunde van de Universiteit van Amsterdam (001100)	Naam opleiding : wo-bachelor Economie en Bedrijfskunde (180 ECTS)
uw kenmerk	2012cu2302	Datum aanvraag : 4 december 2012
ons kenmerk	NVAO/20133262/SL	Variante opleiding : voltijd
bijlagen	3	Afstudeerrichtingen : Accountancy & Control, Business Studies, Economics, Economics and Finance en Finance Economics
		Locatie opleiding : Amsterdam
		Datum goedkeuren : 4 december 2012
		panel : 21 februari 2013
		Datum locatiebezoek : 27 mei 2013
		Datum visitatierapport : ja, positief besluit van 26 juni 2013

Beoordelingskader

Beoordelingskader voor de beperkte opleidingsbeoordeling van de NVAO (Stcrt. 2010, nr 21523).

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.

Samenvatting bevindingen en overwegingen van het panel (hierna ook: the committee).

Standard 1: Intended learning outcomes

The Bachelor's programme in Economics and Business (Dutch name 'Economie en Bedrijfskunde') is a multidisciplinary academic bachelor, aimed at achieving an academic way of thinking and acting within the broad disciplines of economics and business. The programme is unique in the Netherlands: very few other programmes cover the fields of economics and business. The committee appreciates the combination of the two broad fields in this programme, which allows students to become acquainted with courses in business, business economics, and economics, and so are able to discover which of the fields addresses their primary interests. In addition, after completing the study programme, students will have acquired specialized knowledge of one of the following five tracks: Accountancy & Control, Business Studies, Economics, Economics and Finance and Finance.

Because of the broad focus of the programme, it necessarily covers only parts of the subjectspecific knowledge described in the subject-specific reference framework. The committee finds this acceptable. The aims of the programme are translated into intended learning outcomes. The latter are categorized into outcomes regarding knowledge, skills, and attitude. According to the committee, the intended learning outcomes are well described in terms of level and orientation and are sufficiently different per track.

Standard 2: Teaching-learning environment

The three-year bachelor's programme is offered exclusively as a full-time programme of 180 EC. For non-Dutch speaking students, the Faculty of Economics and Business offers the possibility to study the bachelor's programme in English. The academic year consists of two semesters of 20 weeks each. In each semester, there are two blocks of eight weeks, and one block of four weeks. Within the eight-week blocks, there is room for two courses. In a four-week block, one course is offered. The committee believes that the content and structure of the bachelor's programme enables students to achieve the intended learning outcomes. The amount of research and methodology in the programme is sufficient and adequately builds up to the writing of the bachelor's thesis. The content of the courses fits the focus on business and economics of the first year. For example, the programme provides for a strong background in mathematics and statistics. From the second year, students have the possibility to shape the programme according to their own individual wishes and interests by choosing one of the tracks.

All courses have a mixed delivery mode, consisting of lectures and tutorials. The lectures are given to larger groups of students. In addition, students also meet every week with a lecturer in smaller tutorial groups of up to 40 students. These lectures and tutorial groups provide the structure of the programme, and in the committee's view this structure is satisfactory and supports the students' learning process.

Staff numbers are adequate to implement the programme. The committee observed that the teaching staff is involved in research. They are enthusiastic and supportive of students. However, the proportion of staff members without a PhD is too large in the view of the committee to ensure a research focus in the somewhat longer run.

At the course level, the assessment of learning takes place through exams, papers, presentations, and homework assignments. As a rule, all courses in the bachelor programme have some form of mid-term assessment. In the bigger courses, e.g. in the first year, this is a mid-term exam. Courses in the second and third years may use homework assignments, presentations, or group or individual papers instead of a written exam. All courses conclude with a written exam, except for some of those focusing on academic and research skills. The final assessment may be based on a written case or a final assignment involving quantitative or qualitative analysis of data. The committee feels that the assessments are adequately related to the programme. There is a variety of assessment forms and a good balance between individual and group assignments.

In the final stage of the programme, the learning outcomes are tested by means of the bachelor's thesis. The committee assessed fifteen recent theses and established that they all met the requirements for graduation. They were judged to be of adequate quality. The committee did not encounter theses that were unsatisfactory. The theses illustrated that the students have achieved the intended learning outcomes as formulated by the programme. Some of the theses were of very high quality.

The committee concludes that the current assessment marking form is inadequate. It does not support consistency, it is too general, and the secondary marks do not logically lead to the final grade. The situation is exacerbated by the lack of any written tutor comments, which would provide the rationale for the grade awarded and developmental feedback to the student.

The committee recommends a revision of the assessment form, and preparing better guidelines for quality control of assessment. In addition, it recommends that introducing a second assessor. All exams are submitted to the Board of Examiners, which periodically reviews individual ones. Furthermore, the Board looks into exams with irregular results relative to other years or other courses (i.e., either very low or very high passing grades). The committee welcomes the review of individual exams by the Board of Examiners and by colleagues. The Board of Examiners gave a good impression of the progress being made and the agenda that had been set.

De NVAO onderschrijft de aanbeveling van het panel, in het bijzonder de aanbeveling om met het oog op de lange termijn borging van de koppeling onderzoek-onderwijs, het percentage gepromoveerde docenten te verhogen.

Besluit


Ingevolge het bepaalde in artikel 5a.10, tweede lid, van de WHW heeft de NVAO het college van bestuur van de Universiteit van Amsterdam in de gelegenheid gesteld zijn zienswijze op het voornemen tot besluit van 12 augustus 2013 naar voren te brengen. Bij e-mail van 2 oktober 2013 heeft de instelling gereageerd op het voornemen tot besluit. Dit heeft geleid tot aanvulling van bijlage 2 in het definitieve besluit.

De NVAO accreditatie te verlenen aan de wo-bachelor Economie en Bedrijfskunde (180 ECTS; variant: voltijd; locatie: Amsterdam) van de Universiteit van Amsterdam te Amsterdam. De opleiding kent de volgende afstudeerrichtingen: Accountancy & Control, Business Studies, Economics, Economics and Finance en Finance. De NVAO beoordeelt de kwaliteit van de opleiding als voldoende.

Dit besluit treedt in werking op 1 januari 2014 en is van kracht tot en met 31 december 2019.

Den Haag, 14 oktober 2013

Nederlands-Vlaamse Accreditatieorganisatie


R.P. Zevenbergen
(bestuurder)

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 <i>voltijd</i>
1. Beoogde eindkwalificaties	De beoogde eindkwalificaties van de opleiding zijn wat betreft inhoud, niveau en oriëntatie geconcretiseerd en voldoen aan internationale eisen	V
2. Onderwijsleeromgeving	Het programma, het personeel en de opleidingsspecifieke voorzieningen maken het voor de instromende studenten mogelijk de beoogde eindkwalificaties te realiseren	V
3. Toetsing en gerealiseerde eindkwalificaties	De opleiding beschikt over een adequaat systeem van toetsing en toont aan dat de beoogde eindkwalificaties worden gerealiseerd	V
Eindoordeel		V

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

Tabel 1: Uitval na 1, 2, en 3 jaar.

Cohort	2006	2007	2008	2009
Uitval na 1jr	48%	46%	42%	50%
Uitval na 2jr	51%	50%	46%	
Uitval na 3jr	53%	52%		

Tabel 2: Rendement (vwo-instroom).

Cohort	2006	2007	2008	2009
Rendement na 3 jaar	52%	54%	58%	50%
Rendement na 4 jaar	19%	22%		
Rendement na 5 jaar	49%			
Rendement na 6 ⁽⁺⁾ jaar				

Tabel 3: Rendement (totale instroom).

Cohort	2006	2007	2008	2009
Rendement na 3 jaar	14%	19%	62%	52%
Rendement na 4 jaar	15%	17%		
Rendement na 5 jaar	35%			
Rendement na 6 ⁽⁺⁾ jaar				

Tabel 4: Docentkwaliteit.

Graad	Ma	PhD	BKO
Percentage	15%	85%	60%

Tabel 5: Student-docentratio.

Ratio	33:1
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Personnel count	dr	MSc	RA	Total
PhD		35		35
Adjunct ('Docent')	11	15	4	30
Assistant ('UD')	31	2		33
Associate ('UHD')	16			16
Full ('Hoogleraar')	20			20
Total	78	52	4	134

FTE teaching time	dr	MSc	RA	Total
PhD		6.7		6.7
Adjunct ('Docent')	10.2	12.9	1.9	25.0
Assistant ('UD')	15.1	1.0		16.1
Associate ('UHD')	7.7			7.7
Full ('Hoogleraar')	6.8			6.8
Total	39.8	20.6	1.9	62.3

Tabel 6: Contacturen.

Studiejaar	1	2	3
Contacturen	12	10	10

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- Prof. dr. Th.M.M. (Theo) Verhallen, Professor of Marketing and Marketing Research, Tilburg University (chair);
- Prof. dr. H. (Hans) van der Heijden, Professor of Accounting and Information Systems, School of Management, Royal Holloway, University of London, UK;
- Prof. L. (Lynette) Harris, Emeritus Professor of Human Resource Management and Professional Practice, Nottingham Business School, Nottingham Trent University, UK;
- Prof. dr. E.J.J. (Hans) Schenk, Professor of Economics, Utrecht University;
- M. (Marjolein) van der Aar, student of Master's programme Business Administration, Vrije Universiteit Amsterdam.

The committee was supported by drs. L. van der Grijspaarde, who acted as secretary (certified).