

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

Gegevens

| | | |
|--------------------------------|------------------------|---|
| datum | Naam instelling | : Universiteit van Amsterdam |
| 14 oktober 2013 | Naam opleiding | : wo-master Business Studies (60 ECTS) |
| onderwerp | Datum aanvraag | : 4 december 2012 |
| Besluit accreditatie wo-master | Variant opleiding | : voltijd |
| Business Studies van de | Afstudeerrichtingen | : Strategy track, Marketing track, Leading and Managing |
| Universiteit van Amsterdam | | People track, International Management track, |
| (001101) | | Entrepreneurship and Innovation track |
| uw kenmerk | Locatie opleiding | : Amsterdam |
| 2012cu2302 | Datum goedkeuren | |
| ons kenmerk | panel | : 4 december 2012 |
| NVAO/20133262/SL | Datum locatiebezoek | : 21 februari 2013 |
| bijlagen | Datum visitatierapport | : 27 mei 2013 |
| 3 | | |

Instellingstoets kwaliteitszorg : 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 master's programme provides knowledge of and insight into issues concerning business administration. This means that the graduate is capable of analysing business issues from multiple perspectives, is able to critically examine the chosen solutions in theory and practice, and is able to develop alternative, well-founded solutions. Detailed knowledge at a high academic level is combined with empirical research and its application. After successfully completing the study programme, students will have acquired specialised knowledge of one track and, in addition, extensive knowledge of a selection of related fields in business studies. In the master's programme, students specialize in one of the following five tracks: Strategy, Marketing, Leading and Managing People, International Management and Entrepreneurship and Innovation. The five tracks are related to major fields in Business Studies and consist of areas that the programme is able to offer based on the capacity of the sections. 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 sufficiently different per track.

Standard 2: Teaching-learning environment

According to the committee, the master's programme enables the students to develop their competences in business administration on an advanced level and prepares them for progression to a doctorate or for competing in the labour market for positions that require an advanced scientific education in business administration. Students have the possibility to shape the programme according to their own individual wishes and interests by choosing one of the tracks.

The programme consists of two semesters of 20 weeks each. In the first semester, there are two periods of eight weeks, and one block of four weeks. In the first period of the first semester, students follow two foundational 'Theories of ...' courses of two different tracks. In the second period of eight weeks, students follow two compulsory master's core courses in the chosen track. In the third period, students receive an introduction to the thesis. In the second semester, students work on their thesis. In addition, they participate in two research workshops and follow two elective courses.

According to the committee, the programme provides a sufficient degree of methodology and preparation for the master's thesis. It notes that the process of writing the thesis has become more structured in the past few years. This encourages more students to finish their master's thesis in time.

The master's programme provides a good balance between research and theory. There is a strong link with the professional field, mainly in the second semester. Guest lecturers are invited to give talks, and lecturers use case studies in the core courses. Some of the electives are designed and taught in collaboration with the business community.

The staff is sufficient in number to realise the delivery of the programmes. The committee notes that the teaching staff is also involved in research. They came across as enthusiastic and supportive of the students.

Standard 3: Assessment and achieved learning outcomes

Within the master's programme, a variety of assessment methods is used, like written exams, written papers, assignments and oral presentations or combinations thereof. The committee examined the learning assessment procedure and looked into a selection of assessments. It concludes that the assessments are adequately related to the programme.

Pagina 3 van 7 There is a variety of assessment methods and a good balance between individual and group assignments. The committee assessed fifteen recent master's theses and confirmed that they all met the requirements for graduation. The theses are of adequate quality. The committee did not encounter theses that were unsatisfactory on the whole. They illustrate that the students have achieved the intended learning outcomes as formulated by the programme. However, the committee feels that many students are not critical about their choice of research method; the rationale for the chosen approach is often missing. The committee concludes that the marking form currently in use is inadequate. It does not support consistency, it is too general, and the secondary marks do not logically lead to the final grade. The committee recommends revising the assessment forms and developing better guidelines to ensure quality control of the assessment. All exams are submitted to the Board of Examiners, which periodically reviews individual exams. Furthermore, the Board looks into exams with irregular results compared to other years or other courses (for example, 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 gave a good impression of the progress being made and the agenda that had been set.

Aanbevelingen

De NVAO onderschrijft de aanbevelingen, in het bijzonder het belang van herziening van het toetsformulier en de ontwikkeling van richtlijnen ten behoeve van de kwaliteitsborging van de beoordeling van de masterthesis.

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 besluit accreditatie te verlenen aan de wo-master Business Studies (60 ECTS; variant: voltijd; locatie: Amsterdam) van de Universiteit van Amsterdam te Amsterdam. De opleiding kent de volgende afstudeerrichtingen: Strategy track, Marketing track, Leading and Managing People track, International Management track, Entrepreneurship and Innovation track. 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: Rendement.

| | 2006 | 2007 | 2008 | 2009 | 2010 | 2011 |
|-----------------------------------|------|------|------|------|------|------|
| Intake | 99 | 176 | 243 | 411 | 601 | 297 |
| % Graduation. after 1 year | 41% | 51% | 39% | 24% | 32% | 37% |
| % Graduation after 2 years | 83% | 82% | 73% | 74% | 79% | |
| % Graduation after 3 years | 89% | 90% | 88% | 88% | | |
| % Graduation after 4 years | 90% | 92% | 91% | | | |

Tabel 2: Docentkwaliteit.

| Graad | Ma | PhD | BKO |
|-------------------|-----------|------------|------------|
| Percentage | 20% | 80% | 60% |

Tabel 3: Student-docentratio.

| | |
|--------------|------|
| Ratio | 15:1 |
|--------------|------|

Tabel 4: Contacturen.

| module | Number | ECTS | typical amount of student contact hours | typical group size |
|-----------------------------------|---------------|-------------|--|---------------------------|
| “theories of” courses | 2 | 6 | 18-24 | 60-120 |
| core courses | 2 | 6 | 18-24 | 35 |
| elective courses | 2 | 6 | 18-24 | 30-60 |
| introduction to the thesis | 1 | 2 | 8 | 90-120 |
| thesis proposal | 1 | 4 | 6 | 15-30 |
| Research methods workshops | 3 | 1 | 6 | 30 |
| thesis | 1 | 15 | 5 | |

- 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).