

Besluit

Besluit strekkende tot het verlenen van accreditatie aan de opleiding hbo-bachelor International Business and Management Studies IBMS van de Hogeschool van Amsterdam

	Gegevens	
datum	14 mei 2013	Naam instelling : Hogeschool van Amsterdam
onderwerp	Besluit accreditatie	Naam opleiding : hbo-bachelor International Business and Management Studies IBMS (240 ECTS)
	hbo-bachelor	Datum aanvraag : 19 december 2012
	International Business and	Varianten opleiding : deeltijd, voltijd
	Management Studies IBMS van	Locatie opleiding : Amsterdam
	de Hogeschool van Amsterdam	Datum goedkeuren
	(001235)	panel : 8 augustus 2012
uw kenmerk	CvBuit2013-008	Datum locatiebezoek : 14 september 2012
	ons kenmerk	Datum visitatierapport : 15 januari 2013
	NVAO/ 20131520/SL	Instellingstoets kwaliteitszorg : aangemeld en geaccepteerd voor het invoeringsregime van de instellingstoets kwaliteitszorg als bedoeld in artikel 18.32b en c van de WHW.
bijlagen		

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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 panel.

Standard 1, Intended Learning Outcomes: good

The programme has a clear set of final qualifications in place. The course follows the national IBMS professional profile, which was recently updated (2011) by the National Platform in which all 13 IBMS courses in the Netherlands participate. This framework, contrary to the previous one (2004), puts more emphasis on process management, international Human Resource Management (HRM) and business research methods. The panel is fully in accord with the design and scope of the recently updated national framework: it considers it both well-thought-out and challenging at the same time. HvA's IBMS course has integrally and, in the eyes of the panel members, rightly adopted and exploited this profile to its full potential.

The revised National Framework also gives direction to the international focus of the IBMS programme, which – considering the nature of the course – is only logic.

Not only has the National Framework been validated by the programme's own Business Advisory Board, in addition, it also received extensive input from professional advisory boards of all other participating IBMS courses in the Netherlands, hence assuring an elaborate and substantial legitimization process.

Had the course succeeded in enhancing and exceeding the generally adopted profile by incorporating its own distinctive feature(s), the panel would definitely have awarded 'excellent' for this Standard. As they are, the panel considers the intended learning outcomes of the course to be 'good'.

Standard 2, Learning Environment: good

This standard requires the panel's focus on three main topics: (i) the quality of the programme, (ii) the quality of the teachers and (iii) the quality of the facilities.

Curriculum

The course learning outcomes focus on four areas in particular: (i) entrepreneurship, (ii) international orientation, (iv) teamwork and (v) Enterprise Resource Planning (ERP). These areas have been made explicit in projects and courses materials.

From the Course Books it becomes clear that students acquire the learning goals of the courses systematically through increasing levels of command; all learning goals combined cover the full spectrum of the final competencies of the programme and the course descriptions contain all necessary information for students to deliver the required results. Also the level attained is indicated clearly for each phase of study.

The didactic work forms being used tie in well with the competency-based profile of the course, which, for its part, is also reflected in the test formats.

The professional field and alumni clearly deliver input into the programme as is demonstrated by the ERP (Enterprise Resource Planning) module and the Current Issues in Business Module. The panel, after having gone through all programme components at great length, concludes that all elements of a solid International Business and Management programme have been incorporated into HvA's IBMS curriculum.

The literature being used throughout the course is relevant and meets the level that should be expected of a professional bachelor's course. Also the selection of books and other course materials is clearly done with an international focus in mind.

Attractive features of the full-time course are the offering of mandatory sports in the first and second year, and the mandatory placement in the third year. Also entrepreneurship is an explicit element of the course.

Pagina 3 van 8 The programme shows a firm vertical and horizontal coherence: vertically, the programme develops students' competencies along the three levels; horizontally, subject modules are intertwined with the adjacent projects. The part-time programme shows a similar cohesion which is confirmed by the part-time students who said to indeed experience this. The programme, by nature, puts a strong emphasis on international business developments and a global focus is clearly part of the various course components. Also research is incorporated in various separate modules of the programme and this key-element of the course is gradually transferred, with the involvement of professorships, into a tangible research track.

In summary, the panel is taken by the quality of the IBMS programme on offer, and – arising from the regular PDCA cycle – the course management in advance of the audit had already drawn up the right measures for improvement to fix some flaws and adequately reinforce particular elements of the course, such as an integrated research track. Therefore the panel members unanimously rate HvA's IBMS programme as 'good'.

Staff

In the audit the panel witnessed an IBMS teaching staff that is committed, experienced, competent and motivated. There is a relatively large number of foreign lecturers on the team, and the course management is still aiming at increasing their numbers. The lecturers' international contacts allow them to keep abreast of developments in the international professional field and, from the panel discussions one can safely conclude that the lecturers are fully up-to-date as to the state of the profession.

The lecturers are satisfied with the opportunities they are given to maintain their expertise and the majority of the staff regularly attend training courses or conferences. The fine quality of the staff is expressed by the results of the student surveys, that could still be slightly improved on lecturer feedback, coordination and accessibility in the part-time variant of the course, but, overall, the panel rates the teaching staff as 'good'.

Facilities

The panel has established that the IBMS programme offers the facilities that enable students to successfully complete the programme. Students have at their disposal a dedicated SAP lab, a well-designed electronic learning environment and a substantial library of both hard copy and digital sources relevant to the various IBMS domains.

The work spaces and computer facilities are of a fine quality, although peak demand does not make them always available. HvA is working on a new campus which will expectedly solve present availability problems.

Information provision and career counselling in general meet student demands, but need attention in the part-time variant of the course; the management will further analyse these issues and will discuss measure for improvement with the Student Council.

The panel rates the quality of the building and the facilities of HvA's IBMS course as 'good'. With the qualification 'good' for either of the three basic elements of the teaching and learning environment, the panel's judgement on Standard 2 as a whole reads 'good'.

Standard 3, Assessment and Learning Outcomes Achieved: satisfactory

The programme has an examination system that matches the didactic approach and is consistent with the intended Bachelors level. The examination system covers all of the intended learning outcomes and the tests and interim-exams that the panel has reviewed in

Pagina 4 van 8 the audit are valid in that they evaluate what they should. Their reliability is safeguarded by applying the four-eye principle.

The course has an Examination Board, a Test Assessment Committee and a Graduation Committee, that have only recently been reorganised, but all the same possess the required authority and are well-aware of their positions and duties. With regard to the examination system and the assessment of students' theses the course has recently implemented a considerable amount of sensible and visible enhancements.

The panel members, in second instance, agreed that students on the course acquire all of the intended learning outcomes, although quite a number of improvements should still be acted out. In general, the substance level of the final papers needs improvement and also a further refinement of the interpretation of the assessment criteria is required between examiners.

The course staff is well-aware of this, judging by the bold scheme for improvements already implemented and being carried out at the time of the audit.

Thus, the panel holds an overall positive judgement on both the examination system and the attained level of the course, of the full-time as well as the part-time variant, and therefore rates the third accreditation standard on Assessment and the Learning Outcomes Achieved of the programme as 'satisfactory'.

Overall conclusion: satisfactory

In weighing up all of the above, the panel concludes that it has seen (i) a clear set of qualifications that lays down the right standards for the entire programme, (ii) a well-designed, coherent and challenging curriculum that has a clear international focus and offers ample opportunities for students to attain the learning objectives, (iii) well-motivated and inspiring teachers, (iv) a suitable teaching and learning environment with adequate facilities, (v) a substantial and ambitious improvement scheme, emerging from the internal audit and staff analyses, (vi) a transparent examination system that still needs some additional fine-tuning of examiners with regards to the alignment of judgements.

Taking into account all of the findings, the auditors have concluded that both the fulltime and part-time variant of the Bachelor of Business Administration programme IBMS of HvA show a quality that is good on most criteria, but still needs improvements as to the final assessment process. With two standards rated 'good' and a 'satisfactory' judgement on Standard 3, in tune with NVAO regulations, the programme is awarded the overall judgement 'satisfactory'.

Ingevolge het bepaalde in artikel 5a.10, tweede lid, van de WHW heeft de NVAO het college van bestuur van de Hogeschool van Amsterdam te Amsterdam in de gelegenheid gesteld zijn zienswijze op het voornemen tot besluit van 26 maart 2013 naar voren te brengen. Van deze gelegenheid is geen gebruik gemaakt.

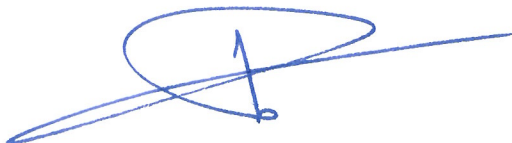
De NVAO besluit accreditatie te verlenen aan de hbo-bachelor International Business and Management Studies IBMS (240 ECTS; variant: Deeltijd, Voltijd; locatie: Amsterdam) van de Hogeschool van Amsterdam te Amsterdam.

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 2016 (2019)¹.

Den Haag, 14 mei 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.

¹ Gelet op het bepaalde in artikel 18.32c, derde lid, van de Wet op het hoger onderwijs en wetenschappelijk onderzoek (WHW) bedraagt de geldigheidsduur van de accreditatietermijn van de opleiding maximaal drie jaar zolang de instelling nog niet beschikt over een positieve instellingstoets kwaliteitszorg. Zodra de instellingstoets is verkregen, wordt de accreditatietermijn verlengd naar zes jaar.

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

Cohort	2005	2006	2007	2008	2009	2010
Uitval voltijd	48%	44%	46%	41%	49%	51%
Uitval deeltijd	13%	0,0%	--	42%	20%	41%

Tabel 2: Uitval uit de bachelor.

Cohort	2005	2006	2007
Uitval voltijd	28%	19%	32%
Uitval deeltijd	57%	50%	--

Tabel 3: Rendement.

Cohort	2004	2005	2006
Rendement voltijd	61%	44%	50%
Rendement deeltijd	50%	43%	33%

Tabel 4: Docentkwaliteit.

Graad	MA	PhD
Percentage	69%	11%

Tabel 5: Student-docentratio.

Ratio voltijd	28:1
Ratio deeltijd	38:1

Tabel 6: Contacturen.

Studiejaar	1	2	3	4
Contacturen voltijd	13,5	10,6	10	3,1
Contacturen deeltijd	7,1	7,1	2,3	5,1

- Mr W.G. (Willem) van Raaijen is partner at Hobéon, one of the evaluation agencies with regards to accreditation of higher professional education in the Netherlands. As a lead-auditor he has conducted numerous audits in higher professional education, both inside and outside of the Netherlands. Mr Van Raaijen is a certified lead auditor (LRQA QMS Lead Auditor Training Course, based upon ISO 9001:2008).
- Mr S. (Saulius) Buivys is a teaching staff member at the IBMS course of the Rotterdam Business School (UoAS Rotterdam). In that capacity he chairs the Examination Board and is a member of the Curriculum Committee. Mr Buivys has a background in economics and teaches Finance and Accounting, as well as Business Ethics & Policies, and Interactive Project Design
- Mr G. (Guy) De Herde had a long career at Unilever where he worked in different leading positions, especially in the field of Human Resources Management with a focus on leadership and organisation development. Currently he is the Managing Director of a strategic Business HR Consulting Agency
- Mr J. Marty is a third year IBMS student of the University of Applied Sciences Utrecht and vice-chairman of the Faculty Student Council. He has lived, studied and worked in both France and Great-Britain.
- Mr H.R. (Rob) van der Made is an NVAO certified secretary and senior-consultant at Hobéon. He has a background in teaching languages and communication in both secondary and higher professional education. As a member of the executive board of a Dutch private university of applied sciences he was, among other things, responsible for the development and execution of various bachelor programmes. Mr Van der Made has supported numerous audit panels in conducting quality assurance audits at Universities of Applied Sciences.

Het panel werd ondersteund door H.R. (Rob) van der Made, secretaris (gecertificeerd).