

Besluit

Besluit strekkende tot het verlenen van accreditatie aan de opleiding wo-bachelor Bedrijfskunde / Business Administration van de Erasmus Universiteit Rotterdam

Gegevens

datum	Naam instelling	: Erasmus Universiteit Rotterdam
19 december 2013	Naam opleiding	: wo-bachelor Bedrijfskunde / Business Administration (180 ECTS)
onderwerp		
Besluit	Datum aanvraag	: 13 december 2012
accreditatie wo-bachelor	Variant opleiding	: voltijd
Bedrijfskunde / Business	Locatie opleiding	: Rotterdam
Administration van de Erasmus	Datum goedkeuren panels	: 2 oktober 2012 (AACSB panel) en 3 juni 2013 (Certiked panel)
Universiteit Rotterdam	Datum locatiebezoek AACSB	: 16, 17, 18 september 2012
(001190)	Datum visitatierapporten	: AACSB Team Report: september 2012 Certiked rapport: 2 oktober 2013
ons kenmerk		
NVAO/20134066/LL	Instellingstoets kwaliteitszorg	: ja, positief besluit van 17 oktober 2013
bijlage		

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Beoordelingskader

Leidraad Beoordelingen Nederlandse Opleidingen door AACSB. Een aanvullende beoordeling van het gerealiseerd niveau is gemaakt door een Certiked-panel. Op deze wijze is het toetsingskader voor de beperkte opleidingsbeoordeling (Stcrt. 2010, nr 21532) genoegzaam afgedekt.

Bevindingen

De NVAO stelt vast dat in de visitatierapporten deugdelijk en kenbaar is gemotiveerd op welke gronden de panels de kwaliteit van de opleiding voldoende hebben bevonden. Het AACSB visitatierapport geeft de bevindingen en overwegingen weer van het panel over het gehele cluster Bedrijfskunde van de Erasmus Universiteit Rotterdam. Het panel heeft meer opleidingen gezamenlijk beoordeeld.

Advies van de visitatiepanels

Bevindingen van het AACSB Peer Review Team

Assurance of Learning

The School has adopted a matrix approach to Assurance of Learning which maps the program-level learning outcomes across the educational goals embedded in the constituent courses. The result is a clear identification of where learning outcomes are taught and where they are assessed. Hence, learning outcomes are now clearly aligned to study and

Pagina 2 van 7 assessment methods. The various committees actively monitor the attainment of the learning objectives and intervene to revise learning objectives and assessment as required. As such there is clear evidence that the school has closed the loop on the Assurance of Learning process. This approach is documented for each program.

To be clear, the Peer Review Team did not find any deficiency in relation to Assurance of Learning but rather suggests that some minor tweaks be made to the system to further improve the effectiveness of the system. The commentary below should be read in this context.

The Rotterdam School of Management (RSM) has an Examination Board which comprises members of the faculty appointed by the Dean. The Examination Board's responsibility is specified under Dutch legislation and its powers are wide-ranging and include assurance associated with the quality of assessment. Hence, there is overlap between the Examination Board's responsibilities and the Assurance of Learning process. The internal champions of the Assurance of Learning process at RSM are the program directors and program managers. The School also operates an overarching Programs Committee. While the system generally works in a collegiate setting, the effectiveness of Assurance of Learning rests largely on the interaction between the program administrators and teaching staff. Given the relatively large number of programs at RSM, there is the potential for some patchiness across the spectrum of programs in relation to the effectiveness of Assurance of Learning.

The School employs a variety of structures at the program level that review Assurance of Learning outcomes. For some programs, the use of an advisory board with both internal and external stakeholder representation is clear. However, for other programs, it is less clear to identify the peak structure that integrates all stakeholder feedback. Notwithstanding, the School is able to point to some exemplars of Assurance of Learning effectiveness and resultant curriculum change for specific programs.

Rest assured that the School has taken its approach to Assurance of Learning seriously. There is substantial documentation, formalised processes and measures.

NVAO standards

The level and/or orientation of the learning outcomes fit within the (inter)national qualification frameworks and have been concretised into subject- or program-specific performance levels. These are given a specific interpretation based on the program's explicit views.

Therefore the Peer Review Team assesses the degree in which the intended learning outcomes of the program BSc in Business Administration meets the NVAO standard 1 as good.

The aggregate of curriculum, staff, services and facilities constitutes a challenging learning environment. The program has developed a program-wide, transparent and coherent assessment policy, which is pursued by all parties involved.

Therefore The Peer Review Team Team assesses the degree in which the teaching-learning environment of the program BSc in Business Administration meets the NVAO standard 2 as good.

Pagina 3 van 7 **Bevindingen en conclusie van het Certiked panel met betrekking tot het gerealiseerd niveau**

The panel finds the complexity of the theses to be appropriate and to be on a bachelor level. In one of the theses some elements of complexity are not fully understood by the student.

The theses the panel has studied, address relevant subjects, some of which were even quite original. The subjects reflect the domain of the program. In one of the theses the choice for the subject is satisfactory but could have been better motivated and could have been better reflected upon.

The panel considers the theses to be well structured. The hypotheses are sound and the empirical analysis has been applied adequately. The theoretical motivation for the research is appropriate. The theses include a fair reflection and discussion of the findings and the conclusions. The panel feels in some of the theses the structure is satisfactory but the quality of the theoretical development could have been improved and the conclusions could have been discussed more elaborately.

As the panel has observed, the theses demonstrate an appropriate selection and handling of literature and data. Some of the theses are satisfactory in this respect but could have been improved further.

Most of the theses are well written and observe the rules of spelling and style. In some of the theses some errors in the English language and some typographical errors have been found by the panel.

The grades given for the theses by the examiners of the program are appropriate in the majority of the cases. For a few of the theses the panel would have given a lower grade than the examiners, whereas in a few other cases a higher grade would have been appropriate. The differences between the grading by the examiners of the program and the panel, however, are limited.

Assessment

These findings and considerations have led the assessment panel to assess the quality of the theses of the BSc Business Administration program to be satisfactory.

Aanbevelingen

De NVAO onderschrijft de aanbevelingen van beide panels.

Ingevolge het bepaalde in artikel 5a.10, derde lid, van de WHW heeft de NVAO het college van bestuur van de Erasmus Universiteit Rotterdam te Rotterdam in de gelegenheid gesteld zijn zienswijze op het voornemen tot besluit van 2 december 2013 naar voren te brengen. Bij e-mail van 17 december 2013 heeft de instelling van de gelegenheid gebruik gemaakt om te reageren. Dit heeft geleid tot enkele tekstuele aanpassingen.

De NVAO besluitaccreditatie te verlenen aan de wo-bachelor Bedrijfskunde / Business Administration (180 ECTS; variant: voltijd; locatie: Rotterdam) van de Erasmus Universiteit Rotterdam te Rotterdam. 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, 19 december 2013

De NVAO
Voor deze:

5/2

Lucien Bollaert
(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	G
2. Onderwijsleeromgeving	Het programma, het personeel en de opleidingsspecifieke voorzieningen maken het voor de instromende studenten mogelijk de beoogde eindkwalificaties te realiseren	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
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	2010	2011
Uitval na 1jr	40%	38%	42%	45%	43%	30%
Uitval na 2jr	45%	44%	48%	50%	46%	
Uitval na 3jr	47%	45%	48%	51%		

Tabel 2: Rendement (vwo-instroom).

Cohort	2006	2007	2008	2009
Rendement na 3 jaar	17%	25%	35%	27%
Rendement na 4 jaar	48%	69%	69%	
Rendement na 5 jaar	76%	82%		
Rendement na 6 ⁽⁺⁾ jaar	84%			

Tabel 3: Rendement (totale instroom).

Cohort	2006	2007	2008	2009
Rendement na 3 jaar	10%	19%	30%	23%
Rendement na 4 jaar	29%	54%	59%	
Rendement na 5 jaar	45%	65%		
Rendement na 6 ⁽⁺⁾ jaar	50%			

Tabel 4: Docentkwaliteit.

Graad	Ma	PhD	BKO
Percentage	1%	99%	73%

Tabel 5: Student-docentratio.

Ratio	45:1
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Tabel 6: Contacturen.

Studiejaar	1	2	3
Contacturen	12,3	11,0	10,0

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Het AACSB panel kende de volgende samenstelling:

- Prof. dr. Tim Brailsford (chair), President – Bond University, Australia;
- Prof. Robert Mantha, Immediate Past Dean – Université Laval, Canada;
- Prof. Nicolas Mottis, Former Dean – ESSEC Business School, France.

Het Certiked panel dat het gerealiseerd niveau heeft beoordeeld, kende de volgende samenstelling:

- Prof. J.W. Foppen (chair), professor in Economics with a focus on Strategic Leadership at Maastricht University School of Business & Economics and a senior lecturer in Employability at Zuyd University of Applied Sciences;
- Prof. R.T. Frambach, full professor of Marketing and head of Department of Marketing at the Faculty of Economics and Business Administration of VU University Amsterdam;
- Prof. M. Deloof, full professor and head of Department of Accounting and Finance of University of Antwerp;
- Prof. P. Semal, full professor at Louvain School of Management of Université Catholique de Louvain.

Het Certiked panel werd ondersteund door W.J.J.C. Vercouteren MSc. RC, secretaris (gecertificeerd).