

Besluit

Besluit strekkende tot het verlenen van accreditatie aan de opleiding hbo-bachelor International Business and Languages van de Stenden Hogeschool

Gegevens

datum	Naam instelling	: Stenden Hogeschool
30 september 2016	Naam opleiding	: hbo-bachelor
onderwerp		International Business and Languages (240 EC)
Besluit	Datum aanvraag	: 28 januari 2016
accreditatie hbo-bachelor	Graad opleiding	: Bachelor of Arts
International Business and	Variant opleiding	: voltijd
Languages van de	Locatie opleiding	: Emmen
Stenden Hogeschool	Datum goedkeuren	
(004496)	panel	: 6 juli 2015
uw kenmerk	Datum locatiebezoek	: 29 oktober 2015
29/41	Datum visitatierapport	: januari 2016
ons kenmerk	Instellingstoets kwaliteitszorg	: ja, positief besluit van 29 april 2014
NVAO/201620914/AH		
bijlagen		
2		

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.

In October 2015 the hbo bachelor programme International Business and Languages of Stenden University of Applied Sciences was visited by an audit panel. The programme is offered in English. The audit panel assesses the quality of the study programme as satisfactory.

Standard 1: Intended learning outcomes

The programme receives the assessment good on standard 1.

IBL graduates are specialists in international marketing and export (international trade). They are proficient in three foreign languages and they are interculturally competent.

Pagina 2 van 6 Graduates find work in commercial businesses with an international focus. Jobs that are commonly held by IBL graduates are: international purchasing, sales and account management, international communication management and export management. Stenden IBL complies with the national professional and competency profile (2011), but it has added its own professional image of an IBL graduate. A Stenden IBL graduate is inquisitive, is flexible, is an excellent communicator, and capable of embracing the world. IBL focuses on the region around Emmen, including Germany, with an explicit international perspective. Asia is also included because of Stenden's International Campus Sites in Bangkok and on Bali where IBL students can do part of their study. Internationalisation and intercultural competencies are an integral part of the intended learning outcomes. The panel was impressed by how IBL Stenden approaches internationalisation in a structured and integrated way.

Standard 2: Teaching-learning environment

The programme receives the assessment good on standard 2.

The programme consists of building blocks. In the integrative building block students work on solving a genuine problem from professional practice, resulting in a professional product. The necessary knowledge and skills that are required to deliver this professional product are offered in the supporting building blocks. For instance, students learn the principles of marketing, marketing policy plan and business economics in order to be able to work on the project 'Innovate don't imitate' where they have to innovate an existing product. Students learn how to work on projects according to the principles of Problem Based Learning. During a project they have to apply research skills they have acquired so far.

English is compulsory and students choose two other foreign languages (German, French, Spanish and/or Dutch). These last two languages start at zero level. The panel was impressed by the level of English of the students. The level of the other foreign languages is sufficient.

The international and intercultural aspects are real assets of the programme in Emmen. The programme is offered in English. There is a mix of foreign and Dutch students. Students get ample opportunities to go abroad, e.g. study, either at another university or at a Stenden International Campus Site abroad, fulfil their work placement and/or graduation assignment. Students are very pleased with these opportunities and this is one of the reasons for choosing IBL Emmen.

The lecturers are all qualified to teach in their field of expertise. In recent years lecturers were trained in English. The audit panel recommends the management to keep the proficiency in English high on the agenda as students think there is room for improvement here.

Standard 3: Assessment

The programme receives the assessment satisfactory on standard 3.

The programme has an adequate assessment system in place. Students are assessed in several ways depending on the subject. Assessment of the integrative project is based on the professional products and on active participation of the student in the problem based learning group. The criteria for assessment are included in the building block books. The foreign languages are rounded off by both a written and a verbal examination. The

Pagina 3 van 6 assessment of intercultural awareness consists of a mix of assessment forms (written tests, papers, portfolios).

Students compile a Portfolio of Intercultural Awareness in which they explicate the aspects of intercultural awareness as well as their progress.

The programme has several means to ensure the quality of the programme and the bachelor level. The examination committee monitors the final attainment level and the correct way of testing. This committee is in control as the panel has seen. The management consults the programme committee (consisting of students and lecturers) on all matters concerning the content and assessment of the programme. Students say the management is open for feedback and advice.

Standard 4: Achieved learning outcomes

The programme receives the assessment satisfactory on standard 4.

The panel has screened fifteen graduation theses as well as assessments from the first half of the fourth year. It is convinced that graduates reach the bachelor level. In recent years the pdca cycle has improved. The panel thinks the assessment of the thesis can be further improved by a more rigorous procedure for filling in of assessment forms and by a more thorough awareness of 'research hygiene'.

Aanbevelingen

The audit panel has the following recommendations for the study programme:

Standard 1

- The panel thinks the programme may formulate its aspirations with regard to the level of English more ambitiously. The level of English of the students is clearly above average.

Standard 2

- The panel recommends to extend the external validation of the CEFR level by using tests and insights of other institutes (e.g. Cito, Dialang, Goethe, Cambridge, Delft and Cervantes).
- As the whole programme is taught in English, the panel recommends IBL to invest even more in the proficiency of English of the lecturers. The English lecturers now sometimes gives support to colleagues. This could be enhanced by having English lecturers sit in on lessons by colleagues on a more structural basis.

Standard 4

The panel advises the programme to improve the quality of the theses by paying attention to the following issues.

- The check on the proposal in which the students offers their research plan, theoretical framework and the methodology they want to apply, could be more focussed on the scope of the research. A more narrowed research question increases feasibility. This will support students to formulate adequate research questions and find relevant theoretical frameworks.
- The assessment forms can be filled in more scrupulously to gear the comments to the marks (ref. standard 3), and gear the analytical approach with exact criteria to the holistic approach of how a student performed.

- In recent years the programme has improved the pdca cycle. However the awareness of 'research hygiene' of the examiners can still be increased. The panel concluded from the interview with the assurance panel that they are aware that more attention can be paid to the formal aspects of doing research.

De NVAO onderschrijft de aanbevelingen van het panel.

Besluit

Ingevolge het bepaalde in artikel 5a.10, derde lid, van de WHW heeft de NVAO het college van bestuur van de Stenden Hogeschool te Leeuwarden in de gelegenheid gesteld zijn zienswijze op het voornemen tot besluit van 16 augustus 2016 naar voren te brengen. Bij brief van 6 september 2016 heeft de instelling van de gelegenheid gebruik gemaakt om te reageren. Dit heeft geleid tot aanpassingen.

De NVAO besluit accreditatie te verlenen aan de hbo-bachelor International Business and Languages (240 EC; variant: voltijd; locatie: Emmen) van de Stenden Hogeschool te Leeuwarden. De NVAO beoordeelt de kwaliteit van de opleiding als voldoende.

Dit besluit treedt in werking op 30 september 2016 en is van kracht tot en met 29 september 2022.

De toevoeging 'of Arts' wordt aan de graad bachelor toegevoegd indien ten minste 70% van de opleidingen binnen een cluster is geaccrediteerd na 1 januari 2012¹.

Den Haag, 30 september 2016

De NVAO
Voor deze:



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 Stcrt. 2013, 35337 en Stcrt. 2015, 27438. De NVAO publiceert maandelijks een overzicht van deze clusters op haar website.

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

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

- Drs. O.W. Righters MBA (voorzitter), is lecturer Organizational Behavior & Marketing and lecturer Research at Rotterdam Business School; besides he is a lecturer Business Economical, Marketing and Finance & Accounting at Hogeschool Rotterdam. He is owner of Q-minds B.V, a consultancy in economical issues and quality management;
- Prof. dr. G.J. Westhoff (lid), managing director at Westhoff Learning & Teaching, an agency for analysis and development of the quality of education;
- Ing. V.J.M. Guyt (lid), owner of FINDINGYOURWAY, Advice & Implementation Internationalisation SMEs;
- G.M. Baake, (student-lid), student at the hbo-bachelor International Business and Languages at Saxion Hogeschool.

Het panel werd ondersteund door drs. P. Göbel, secretaris (gecertificeerd).

NVAO

Accreditation Organisation of the Netherlands and Flanders

Decision **Decision to grant accreditation to the HBO bachelor programme International Business and Languages of Stenden University of Applied Sciences**

Details

Date	Name of the institution :	Stenden University of Applied Sciences
30 September 2016	Name of programme :	HBO Bachelor programme International Business and Languages (240 ECTS)
Subject	Date of application :	28 January 2016
Accreditation decision	Degree achieved :	Bachelor of Arts
HBO bachelor programme	Programme type :	full-time
International Business and Languages of Stenden University of Applied Sciences (004496)	Programme location :	Emmen
Your reference	Date of approval of panel :	6 June 2015
29/41	Audit date :	29 October 2015
Our reference	Date of audit report :	January 2016
NVAO/201620914/AH	Institutional audit quality assurance :	Yes, positive decision dated 29 April 2014

Annexes
2

Assessment framework

Assessment framework for the limited study programme assessment of the NVAO (Gov. Gazette 2014, no. 36791).

Findings

The NVAO ascertains that the audit report has properly and clearly substantiated the grounds on which the panel is submitting a positive assessment of the quality of the study programme.

Recommendations by the audit panel

Summary of the panel's findings and considerations.¹

In October 2015 the hbo bachelor programme International Business and Languages of Stenden University of Applied Sciences was visited by an audit panel. The programme is offered in English. The audit panel assesses the quality of the study programme as satisfactory.

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Information

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¹ Translator's note: the following English text in italics is copied verbatim from the original document and has not been changed.



Page 2 of 6 *Graduates find work in commercial businesses with an international focus. Jobs that are commonly held by IBL graduates are; international purchasing, sales and account management, international communication management and export management. Stenden IBL complies with the national professional and competency profile (2011), but it has added its own professional image of an IBL graduate. A Stenden IBL graduate is inquisitive, is flexible, is an excellent communicator, and capable of embracing the world. IBL focuses on the region around Emmen, including Germany, with an explicit international perspective. Asia is also included because of Stenden's International Campus Sites in Bangkok and on Bali where IBL students can do part of their study. Internationalisation and intercultural competencies are an integral part of the intended learning outcomes. The panel was impressed by how IBL Stenden approaches internationalisation in a structured and integrated way.*

Standard 2: Teaching-learning environment

The programme receives the assessment good on standard 2.

The programme consists of building blocks. In the integrative building block students work on solving a genuine problem from professional practice, resulting in a professional product. The necessary knowledge and skills that are required to deliver this professional product are offered in the supporting building blocks. For instance, students learn the principles of marketing, marketing policy plan and business economics in order to be able to work on the project 'Innovate don't imitate' where they have to innovate an existing product. Students learn how to work on projects according to the principles of Problem Based Learning. During a project they have to apply research skills they have acquired so far.

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Recommendations

The audit panel has the following recommendations for the study programme:

Standard 1

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Standard 2

- *The panel recommends to extend the external validation of the CEFR level by using tests and insights of other institutes (e.g. Cito, Dialang, Goethe, Cambridge, Delft and Cervantes).*
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The NVAO endorses the panel's recommendations.

Decision

Pursuant to the provisions of Section 5a.10(3) of the Dutch Higher Education and Research Act WHW [*Wet op het hoger onderwijs en wetenschappelijk onderzoek*], the NVAO has given the Executive Board of Stenden University of Applied Sciences in Leeuwarden the opportunity to express its views on the intended decision of 16 August 2016.

By letter dated 6 September 2016, the institution took the opportunity to respond. This has led to a number of adjustments.

The NVAO has decided to grant accreditation to the HBO bachelor programme International Business and Languages (240 EC; type: full-time; location: Emmen) of Stenden University of Applied Sciences in Leeuwarden. The NVAO assesses the quality of the programme as satisfactory.

The decision will take effect on 30 September 2016 and is valid until 29 September 2022.

The addition 'of Arts' will be attached to the bachelor's degree if at least 70 percent of the programmes within a cluster are accredited after 1 January 2012¹.

The Hague, 30 September 2016

NVAO

Signatory:

[signature]

R.P. Zevenbergen

(Director)

On the grounds of the provisions of the Dutch General Administrative Law Act [*Algemene wet bestuursrecht*], interested parties may submit a written objection to this decision to the NVAO. The deadline for submitting such an objection is six weeks.

¹ Gov. Gazette 2013, 35337 and Gov. Gazette 2015, 27438. The NVAO publishes an overview of these clusters on its website on a monthly basis.



Annex 1: Schematic overview of the panel's assessment

Subject	Description	Score
1. Intended final qualifications	The intended final qualifications of the study programme have been defined in terms of content, level and orientation and meet international requirements.	Good
2. Educational learning environment	The programme, the staff and the programme-specific facilities enable the incoming students to achieve the intended final qualifications.	Good
3. Testing	The study programme has an adequate system of testing.	Satisfactory
4. Realised final qualifications	The study programme shows that the intended final qualifications are realised.	Satisfactory
Final assessment		Satisfactory

The standards are assessed as unsatisfactory, satisfactory, good or excellent. The final assessment of the study programme as a whole is rated on the same scale.



Annex 2: Panel composition

- Drs. O.W. Righters MBA (chair), is lecturer Organizational Behavior & Marketing and lecturer Research at Rotterdam Business School; besides, he is a lecturer Business Economical, Marketing and Finance & Accounting at Hogeschool Rotterdam. He is owner of Q-minds B.V, a consultancy in economic issues and quality management;
- Prof. dr. G.J. Westhoff (member), managing director at Westhoff Learning & Teaching, an agency for analysis and development of the quality of education;
- Ing. V.J.M. Guyt (member), owner of FINDINGYOURWAY, Advice & Implementation Internationalisation SMEs;
- G.M. Baake, (student member), student at the hbo-bachelor International Business and Languages at Saxion Hogeschool.

The panel was supported by drs. P. Göbel, secretary (certified).

