



NVAO  THE NETHERLANDS

ASSESSMENT CONDITIONS
WO-MASTER
MASTER OF ARTS IN MANAGEMENT
MSM Maastricht School of Management

REPORT
7 November 2021



1 NVAO Procedure

NVAO takes a decision on the accreditation of a programme on the basis of a panel report. If the accreditation decision is conditionally positive NVAO sets a time limit of maximum two years for the programme to meet the conditions.

At the request of the institution of higher education a panel of independent experts will assess whether the conditions are met. The institution sends the advisory report to NVAO before the end of the term. The assessment should make clear that the programme meets the NVAO quality criteria.

The NVAO decision and the panel report are published on the agency's website www.nvao.net. There you can also find more information on NVAO and the assessment of conditions.

2 Panel

Peer experts

1. Prof. dr. Ed Peelen (*chair*);
2. Prof. dr. Dorota Dobija;
3. Prof. dr. Aard Groen;
4. Duco Mülder (*student*).

Assisting staff

- Jetse Siebenga, secretary;
- Jona Rovers, policy advisor and process coordinator.

Panel meeting (online)

19 October 2022

3 Programme

3.1 General Data

Institution	: MSM Maastricht School of Management
Programme	: Master of Arts in Management
Modes of study	: Full-time and part-time
Degree	: Master of Arts
Tracks	: -
Location	: Maastricht
Study load	: 60 EC ¹
Field of study	: Economy

3.2 NVAO Conditional Accreditation Decision

Report	: 10 July 2019
Decision	: 8 November 2019
Term	: Two years

¹ European Credits

4 Assessment of Conditions

4.1 Condition 1

The programme should strengthen the research component to provide students with the tools and methods to collect data and analyse data in an early stage of the programme

Judgement

The condition is met.

Findings, analysis and considerations

Regarding this condition, the panel observes that MSM took several measures. The research methods course is now being taught in an earlier stage of the programme so that students can apply the gained knowledge and skills in other courses, before they start writing their thesis. The improved scheduling allows students to start exploring research topics in an earlier stage. The course's current scheduling is much better, allowing students to start developing their thesis research on time and with sufficient guidance. Students are coupled with a research supervisor in December where it was March in the original schedule of the programme.

The panel noted that the follow-up workshops of the research methods course are improved by MSM. MSM has extended the number of workshops on offer for tools and methods to collect and analyze data. In addition, the workshops are now scheduled for a day instead of half a day as was the case in the previous setup of the programme. When executed as described, according to the panel it will allow students to write a research proposal that is up to standard.

4.2 Condition 2

The program should harmonize the level of difficulty of all courses, especially the courses in marketing management and strategy and planning.

Judgement

The condition is met.

Findings, analysis and considerations

The panel observes that the course on Strategy and Planning has improved extensively. The course now prescribes literature that is applied in master programmes at other universities in similar courses. The topics covered in the course and the lecturer assigned to the course allow for delivery of the course on master's level.

The panel notes that the course on Marketing Management introduces students to the topic of marketing. The panel could see that changes have been made to the original setup and that the lecturer has changed. Still, the panel judges the course's renewed design as somewhat basic. Whether or not the master's level will be realized will mainly depend on the way students and staff discuss the prescribed study material including the case studies. The use of case studies do allow for discussions at master's level. And, being an active researcher with a PhD, the panel believes that the new lecturer for this course has sufficient qualities to bring the classroom discussions to a master's level.

The panel concludes that the current design of the marketing course facilitates execution on master's level but could still be improved. The panel further observed that the articles and cases prescribed, focus on tourism. The panel therefore recommends to further strengthen the course in light of the goals of the programme as a whole, as well as monitor the outcomes of the course, to keep ensuring that the master's level is obtained.

The panel studied the report and annexes received from Maastricht School of Management on the 4th of May 2021. The panel members met on the 19th of October 2021 to discuss the extent to which the conditions are met, based on this report and annexes. A report on the panel's judgement and further recommendations is given below.

4.3 Condition 3

In addition, the panel suggest the program to ensure that all other courses reflect the level that is demonstrated in for example the course Entrepreneurship and Innovation and Economics for Managers.

Judgement

The condition is met.

Findings, analysis and considerations

The committee reviewed the curriculum. The analyse of the curriculum focused on the elements that needed to be improved. The committee concludes that the curriculum as a whole has improved. The courses use assessment rubrics that ensure that per learning outcome, proof of student's capacity is assessed. The redevelopment of the courses in Marketing Management and Strategy Planning took away the panel's main concerns about the level of the programme. The panel reviewed the material on the other courses and is confident that with the current programme, teaching and learning is at a master's level throughout the programme.

Overall, the panel observed that MSM has taken the conditions seriously. The outcomes of the changes made to the courses display a *to-the-point approach* and have ensured that the conditions imposed are met. The panel is confident that the programme has improved and is up to standard due to this. For further development of the programme, the panel has some recommendations for further improvement (as described above?).

The panel judges that the conditions on standard 2 and 3 have been satisfied. With that, the panel advises the NVAO to award unconditional positive accreditation to the programme.

4.3 Final judgement

The panel concludes that the programme meets the conditions. The programme has properly addressed the shortcomings which were identified in the previous peer review. Therefore, the panel reaches a positive conclusion regarding the quality of the programme.

The report is the outcome of the assessment of the NVAO conditions imposed on the new programme Master in Management of Maastricht School of Management



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