



NVAO  THE NETHERLANDS

INITIAL ACCREDITATION
HBO-BACHELOR
BUSINESS PSYCHOLOGY
Global School for Entrepreneurship

SUMMARY REPORT
31 March 2022



1 Peer Review

The quality of a new programme is assessed by means of peer review. A panel of independent peers including a student reviews the plans during a site visit to the institution. A discussion amongst peer experts forms the basis for the panel's final judgement and the advisory report. The focus is on the curriculum, the teaching and learning environment, and student assessment.

The Accreditation Organisation of the Netherlands and Flanders (NVAO) takes a formal decision on the quality of the new programme based on the outcome of the peer review. This decision can be positive, conditionally positive or negative. Following a positive NVAO decision with or without conditions the institution can proceed to offer the new programme. Upon completion of the programme graduates are entitled to receive a legally accredited degree.

This summary report contains the main outcomes of the peer review. A full report with more details including the panel's findings and analysis is also available. NVAO bases an accreditation decision on the full report.

Both the full and summary reports of peer reviews are published on NVAO's website www.nvao.net. There you can also find more information on NVAO and peer reviews of new programmes.

Because of COVID-19 temporary measures apply for this peer review.

2 Panel

Peer experts

1. Prof.dr. Jules M. Pieters (*chair*): Emeritus professor of Educational Science and Applied Psychology at the University of Twente;
2. Dr. Eghenayahiore Osagie PhD (*panel member*): Senior Lecturer, Researcher HAN University of Applied Sciences;
3. Koen Demouge (*panel member*): Lecturer Business innovation, Avans University of Applied Sciences;
4. Anneke Westerlaken, MSc. (*panel member*): Chairperson of ActiZ, branch association for elderly care;
5. Loes Damhuis (*student member*): Student pre-master Clinical Psychology at OU. Before this she studied bachelor MDW at the HAN.

Assisting staff

- Jeroen van der Spek, secretary;
- Jona Rovers, NVAO policy advisor and process coordinator.

Site visit (online)

Haarlem, 21 februari 2022

3 Outcome

The NVAO approved panel reaches a positive conclusion about the quality of the Bachelor Business Psychology offered by the Global School for Entrepreneurship (GSE). The Bachelor's programme focuses on the development of more people-oriented business processes in three key areas: human resources management, change management and marketing. The programme will be offered in the Haarlem Koepel Campus and covers a 4-year study period (240 EC).

The panel is positive about the education programme. The bachelor has succeeded in convincingly linking the professional fields of business and applied psychology and fills a clear need. The emphasis on 21st century skills fits well with the current labour market and the programme has a clear eye for global changes in the field of ethics, inclusiveness and sustainability.

The panel does wonder whether the name of the programme accurately reflects its content. In the opinion of the panel, the programme tends more towards sociology and anthropology than towards psychology. The panel, therefore, recommends the GSE to reconsider the name. The panel also recommends the GSE to give applied research more emphasis in the curriculum, and allow students to start developing research skills earlier.

The panel is positive about the broad educational programme and the intensive guidance of the students. The combined deployment of lecturers and learning coaches helps the students to apply knowledge in their professional practice and ensures that they keep a good overview of their learning process.

The education programme will be offered in the former dome prison of Haarlem, De Koepel. For this purpose, De Koepel and the surrounding buildings are converted into a business campus, which also includes SME companies, not for profit organisations and start-ups. The panel sees great potential in this project and is enthusiastic about the cooperation possibilities between education and companies. All in all, the panel concludes positively on the Bachelor's programme Business Psychology.

4 Commendations

The programme is commended for the following features of good practice.

1. **Unique programme** - The integration of business and applied psychology results in a unique programme that fits in well with recent developments in hrm, change management and marketing.
2. **Competence Oriented Research and Education (CORE)** - The educational concept of CORE forms a solid and well thought-out basis for the programme.
3. **Intensive guidance** - The combined deployment of lecturers and learning coaches ensures intensive student guidance, reducing the risk of study delay and dropout.

4. **Housing** - Because students of the programme live on a campus, a living-learning community is created from day one.

5. **Haarlem Campus** - The education programme takes place in the former dome prison of Haarlem: a unique learning and working environment with many opportunities for cooperation between education and the business community.

5 Recommendations

For further improvement to the programme, the panel recommends a number of follow-up actions.

1. **Name of the programme** - Critically examine whether the name of the programme accurately reflects the content of the curriculum.

2. **Applied mathematics** - Reconsider whether the emphasis on applied mathematics is necessary for future positions and make mathematics more consistent with practice-oriented research.

3. **Board of Inspiration** - Make clear agreements regarding the contribution of the Board of Inspiration to the educational programme.

4. **International orientation** - Pay more attention to the international orientation of the programme and the cooperation with international companies and network partners.

5. **Research** - Make research more visible in the curriculum. Introduce methodology at the beginning of the programme and allow students to start developing research skills earlier.

6 What comes next?

NVAO grants initial accreditation to a new programme on the basis of a panel's full report. The decision is valid for a maximum of six years. For conditional accreditation other regulations apply. Upon accreditation the new programme will follow the NVAO review procedures for existing programmes. NVAO publishes the accreditation decision together with the full report and this summary report.¹

Each institution has a system of quality assurance in place ensuring continuous follow-up actions and periodic peer-review activities. Peer reviews help the institution to improve the quality of its programmes. The progress made since the last review is therefore taken into consideration when preparing for the next review. The follow-up activities are also part of the following peer-review report. For more information, visit the institution's website.²

¹ <https://www.nvaio.net/nl/besluiten>

² <https://www.gs4e.com>

7 Summary in Dutch

Het panel oordeelt positief over de kwaliteit van de hbo-bachelor Business Psychology van de Global School for Entrepreneurship (hierna: GSE). Dit is de uitkomst van de kwaliteitstoets uitgevoerd door een panel van *peers* op verzoek van de Nederlands-Vlaamse Accreditatieorganisatie (NVAO). Voor deze beoordeling heeft het panel gesprekken gevoerd met de opleiding op 21 februari 2022.

De bacheloropleiding Business Psychologie bereidt studenten voor op een functie op het snijvlak van business en toegepaste psychologie. Studenten die de opleiding hebben afgerond, zijn in staat om kennis over psychologie, beïnvloeding en gedrag toe te passen in een bedrijfskundige werkomgeving. Toekomstige alumni kunnen aan de slag in functies als medewerker hrm, adviseur verandermanagement of analist in een marketingteam.

Het panel is positief over het onderwijsprogramma. De opleiding is erin geslaagd om de vakgebieden bedrijfskunde en toegepaste psychologie overtuigend met elkaar te verbinden en voorziet in een duidelijke behoefte. De nadruk op *21st century skills* sluit goed aan bij de huidige arbeidsmarkt en de opleiding heeft duidelijk oog voor wereldwijde veranderingen op het gebied van ethiek, inclusiviteit en duurzaamheid.

Het panel vraagt zich wel af of de naam van het programma de inhoud goed weergeeft. Volgens het panel richt toegepaste psychologie zich op individueel gedrag, terwijl de opleiding Business Psychology zich vooral toespitst op organisatorische veranderingen, sociaal-culturele factoren en groepsprocessen. Inhoudelijk passen deze onderwerpen meer bij sociologie en culturele antropologie. Het panel raadt de GSE dan ook aan de naam van de opleiding te heroverwegen. Het panel adviseert de GSE tevens om toegepast onderzoek meer nadruk te geven in het curriculum, en studenten eerder te laten beginnen met het ontwikkelen van onderzoeksvaardigheden.

Het panel is positief over het brede onderwijsprogramma en de intensieve begeleiding van de studenten. De gecombineerde inzet van docenten en leercoaches helpt de studenten om kennis in de beroepspraktijk toe te passen en zorgt ervoor dat zij goed zicht houden op hun leerproces.

Het onderwijsprogramma wordt aangeboden in de voormalige koepelgevangenis van Haarlem, De Koepel. De Koepel en de omliggende gebouwen zijn de afgelopen jaren omgebouwd tot een bedrijvencampus, waar ook mkb-bedrijven, non-profit organisaties en startups gevestigd zijn. Het panel ziet veel potentie in dit project en is enthousiast over de samenwerkingsmogelijkheden tussen onderwijs en bedrijven. Samenvattend oordeelt het panel positief over de bacheloropleiding Business Psychology.

Meer informatie over de NVAO-werkwijze en de toetsing van nieuwe opleidingen is te vinden op www.nvao.net. Voor informatie over de Global School for Entrepreneurship verwijzen we naar de website van de instelling.³

Als gevolg van de beperkende omstandigheden door COVID-19 geldt voor deze kwaliteitstoets een tijdelijke procedure.

³ <https://www.nvao.net>. <https://www.gs4e.com>

The full report was written at the request of NVAO and is the outcome of the peer review of the new programme Business Psychology of the Global School for Entrepreneurship

Application no: AV-1050



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