



NVAO  THE NETHERLANDS

## **PEER REVIEW NEW PROGRAMME**

HBO-BACHELOR

CREATIVE MEDIA

Stichting Global School for Entrepreneurship

University of Applied Sciences

SUMMARY REPORT

22 February 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](http://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

- Sandra Oom (chair): lecturer and member of the management team at Avans Hogeschool, Academie voor Communicatie en User Experience (ACUE);
- Karel van den Berg: freelance journalist en documentary film maker, trainer journalistic creativity, coordinator training programs at NVJ and VVOJ; founder of and trainer at 'De Mediapraktijk';
- Guido Stompff: Lector Design Thinking, Hogeschool Inholland;
- Eva Hoogland (student): student in Journalism at Christelijke Hogeschool Windesheim.

Assisting staff

- Anja Detant, secretary;
- Jona Rovers, NVAO policy advisor and process coordinator.

Site visit (online):  
27 January 2022

## 3 Outcome

The NVAO approved panel reaches a positive conclusion regarding the quality of the hbo-bachelor Creative Media offered by Stichting Global School of Entrepreneurship. The programme complies with all standards of the extensive NVAO framework.

The panel confirms that the intended learning outcomes of the full-time bachelor programme Creative Media are appropriate and have been set at the right level. It is positive about the continuous monitoring of the learning outcomes, and underlines the importance to find a good balance between focus and stability in the program and the need for flexibility to remain up-to-date in a professional domain that is rapidly changing.

The panel acknowledges that the CORE approach that is adopted by the GSE is a strong concept, with proven effectiveness. The panel found a broad and attractive programme, in which students can steer towards an orientation of their choice in the field of creative media and business. The panel sees it as a strong point of the curriculum that the learning curve of the different modules prepares students to work on different life cases and professional assignments with a growing level of complexity, in close cooperation with the work field and under regular and extensive guidance of the lecturers and learning coaches.

The panel met an enthusiastic and experienced team of lecturers and coaches. The panel considers it a strong point that the staff is embedded in or is in touch with relevant organisations and companies and can draw on professional networks to bring in relevant assignments from the professional world. However, the didactic model with highly interactive co-teaching and a learning process in small student groups sets it as a challenge to assure sufficient and well-qualified staff when scaling up the program. Attention is also needed to ensure sufficient role models that can offer a diversity of perspectives.

The learning environment and facilities at 'the Koepel' campus in Haarlem are fully adapted to the didactic approach and serve the aim of creating a 'community of learners', offering a close cooperation with professionals in the field. The quality system safeguards good involvement at all levels and should allow the management to be reactive to needs and concerns. A point of attention however are the standards set to the input of assignments, life cases and queries from the field. To allow students to train the right skills and exercise the desired levels of complexity, the quality standard towards external partners' role and input will need to be carefully monitored.

## 4 Commendations

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

1. **Integration of the professional field in the program** - the panel is enthusiastic about the integrated approach taken, the active collaboration with a network of private and public sector organisations that will provide field experts, support real life situations and projects, in-class presentations, in-company advisory projects and internships. It also is a strength that many in the teaching staff keep part-time assignments in the professional field of creative media.
2. **Didactic model and close tutoring** - The co-design and teaching of each module by a lecturer and a coach are strong assets to guarantee a close follow-up of student needs.
3. **Facilities** - the material facilities that accommodate the chosen didactic approach are attractive and provide students with inspiring workstations amidst other businesses and activities on the *Haarlem Koepel Campus*. The panel also praises the GSE in its efforts to increase the financial accessibility of the program for less well-off local and non-EU students.

## 5 Recommendations

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

1. **Keep the program up-to-date** - build in feedback loops and guarantees to keep focus and allow flexibility to the program, continuously consider the needs and interests of prospective employers in the Netherlands and in Europe.
2. **Guard program coherence** - given the modular structure of the curriculum, the team should be vigilant that theory and practical assignments make up a coherent, integrated whole, logically building up towards the final assignment.
3. **In-depth exploration of a subject** - as the program is organized around study modules of five weeks, the panel advises the team to allow students sufficient time for 'learning by doing' and to also allow longer-term assignments and/or use multiple modules on one subject to gain depth.
4. **Ensure sufficient resources and role models** - the didactic model sets it as a challenge to assure sufficient staff with the right qualifications and experience when scaling up the program. In addition, attention is needed to ensure sufficient role models that can offer a diversity of perspectives.
5. **Monitor quality of external partners** - to allow students to train the right skills and exercise the desired levels of complexity, the quality standard towards external partners' roles and input will need to be carefully monitored.

## 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.<sup>1</sup>

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.<sup>2</sup>

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<sup>1</sup> <https://www.nvao.net/nl/besluiten>

<sup>2</sup> <https://www.gs4e.com/>

## 7 Summary in Dutch

Het panel oordeelt positief over de kwaliteit van de hbo-bachelor Creative Media van Stichting Global School of Entrepreneurship. 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 27 januari 2022.

Het panel bevestigt dat de beoogde eindkwalificaties van de opleiding passend zijn en op het juiste niveau zijn vastgesteld. Het panel erkent dat de CORE-aanpak die de GSE hanteert een sterk concept is, met bewezen effectiviteit. Het panel vond een breed en aantrekkelijk programma, waarin studenten een oriëntatie naar keuze kunnen bepalen binnen het domein van creatieve media en business. Het panel ziet het als een sterk punt van het curriculum dat de leercurve van de verschillende modules studenten voorbereidt op het werken aan uiteenlopende professionele opdrachten met een toenemende complexiteit. Dit gebeurt in nauwe samenwerking met het werkveld en onder regelmatige en uitgebreide begeleiding van de docenten en leercoaches.

Het panel ontmoette een enthousiast en ervaren team van docenten en coaches. Het is een sterk punt dat de staf is ingebed in een netwerk van relevante organisaties en bedrijven. De opleiding kan op die manier putten uit professionele netwerken om relevante opdrachten uit de professionele wereld binnen te halen in de leermodules. Het didactische model met zeer interactieve *co-teaching* en een leerproces in kleine studentengroepen stelt het echter als een uitdaging om voldoende en goed gekwalificeerd personeel te verzekeren bij het opschalen van het programma. Ook is aandacht nodig voor voldoende rolmodellen die een diversiteit aan perspectieven kunnen bieden.

De leeromgeving en faciliteiten op campus 'de Koepel' in Haarlem zijn volledig aangepast aan de didactische aanpak en dienen het doel om een leergemeenschap te creëren, waarbij een nauwe samenwerking wordt geboden met professionals in het veld. Het kwaliteitssysteem waarborgt een goede betrokkenheid op alle niveaus en moet het management in staat stellen te reageren op zorgpunten. Een aandachtspunt voor het panel zijn de kwaliteitsnormen die gesteld worden aan de inbreng van opdrachten, cases en vraagstellingen uit het werkveld. Om studenten in staat te stellen de juiste vaardigheden te trainen en de gewenste niveaus van complexiteit te oefenen, moet de kwaliteitsstandaard voor de rol en inbreng van externe partners zorgvuldig worden bewaakt.

Ook onderstreept het panel de noodzaak om een goede balans te vinden tussen focus en stabiliteit in de opleiding enerzijds, en de behoefte aan flexibiliteit anderzijds, om up-to-date te blijven in een beroepsdomein dat erg snel verandert.

Meer informatie over de NVAO-werkwijze en de toetsing van nieuwe opleidingen is te vinden op [www.nvao.net](http://www.nvao.net). Voor informatie over de Stichting Global School of Entrepreneurship verwijzen we naar de website van de instelling.<sup>3</sup>

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

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<sup>3</sup> <https://www.gs4e.com/>

The summary report was written at the request of NVAO and is the outcome of the peer review of the new programme  
Hbo-bachelor Creative media  
Stichting Global School of Entrepreneurship

Application no: AV-1146



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