

Business Management

In February 2018 a panel of internal and external professionals and students reviewed the quality of our degree programme. The panel consulted the Programme Manager, students, lecturers, alumni and work field representatives.

The panel was impressed with - amongst others - the following **strengths of our programme**:

- Strong and constructive interaction amongst the team and between staff and students, as well as an open, welcoming culture.
- The diverse backgrounds of lecturers, representing different nationalities and cultures. The academic staff succeeded in creating a intercultural/diverse learning environment and provides opportunities for internationalisation.
- The educational vision of the degree programme, which is clearly formulated, vibrant amongst the academic staff and known by students.
- The course contents (theory as well as cases and exercises), which are strongly linked to the professional reality in business. The review panel saw some beautiful examples of 'learning by doing'.

The panel formulated **working points**, many of which we **have addressed or are currently in progress**:

- We have thoroughly rethought our learning outcomes (OLR's) and have developed a competence profile with competence 'roles' that we have linked to all our course units and learning goals.
- We are working on improving consistent communication about learning goals, expectations and assessment. We have set standards for must-haves in each Canvas course and are working on a Canvas BBM blueprint to guarantee that all aspects of the learning process are transparently and consistently communicated to all students.
- We address the large diversity in the ICT starting level of our students by identifying students with inadequate ICT skills and offering them an ICT Literacy crash course.
- We are developing a 'Talentify'-track to consolidate the current personal development path, expand it to the third study track, link it more strongly to all course units within the curriculum and develop a strategy within the degree programme for empowering students to self-manage.
- We are in the process of professionalising our lecturers in order to better align the assessments with the learning outcomes and learning goals, introduce a common approach on mastery levels and improve assessment transparency to students. As such we are developing a common language on assessment in order to guarantee FQF level 6 assessment.
- We have thoroughly revised and perfected the assessment of the Internship and Bachelor Thesis as to achieve closer alignment with the learning outcomes.

Following **recommendations and working points will be addressed in the (near) future:**

- Visualise learning outcomes: with the addition of two new specialisations within the Bachelor of Business Management as of next academic year, our learning outcomes have been expanded. We hope to soon develop a visual representation that gives a clear overview of the puzzle pieces of the programme to prospective students, students as well as teaching staff.
- Analysis of academic progression data: we plan on setting up a process to consistently and systematically monitor the numbers regarding academic progress of our students and determining actions to improve this.