

PUBLIC INFORMATION ON THE QUALITY OF THE DEGREE

PROGRAMME: INTERNATIONAL BUSINESS MANAGEMENT

Abstract based on the degree programme review, April 2022

Degree programme: bachelors degree, (Global Business, Global Supply Chain Management and International Entrepreneurship)

In April 2022 a review panel existing of independent internal and external peers and experts examined the quality of the degree programme based on KdG's Quality Framework for Education which is in line with NVAO's Quality features and the Standards and Guidelines for Quality Assurance in European Higher Education Area (ESG). They met with programme leaders, students, lecturers, alumni, and representatives from the professional field to discuss the degree programme.

The review panel assesses the intended final FQF-level as satisfactory.

The review panel identifies these strengths among others:

- ECTS files are adapted towards the new roles.
- Motivated core students (a wide variety of international students) have strong business and intercultural attitudes.
- The new curriculum teaches soft skills required to enter the work field.
- The three specialisations are an asset.
- The focus on international aspects of business is unique.
- International internship gives a great taste of real life experience for students.
- The double degree is a unique way to realize international mobility.
- Several good examples of integrated cases to clarify and explain theories.
- The core courses give a solid business background.
- Feedback collected from the student council is taken into account thoroughly.
- Lecturers are content-driven and care for their students.
- Student feel very supported by their lecturers.
- The team atmosphere is accessible and friendly.

The review panel formulates an urgent working point, meaning the degree programme will prioritise this:

- Construct, analyse and optimise an assessment programme.

The review panel makes these recommendations:

- Alignment and transparency of the curriculum
- Alignment and transparency of the courses
- Low(er) motivation of students and higher drop-out
- Guidance and evaluation of the International internship (Global Business)
- Design of Bachelor Thesis GBS
- Global use of English as a lingua Franca

APPENDICES

Internal quality management system

The Conduct Quality of Education of KdG consists of three processes: the Yearly check of learning and evaluation materials, the Degree programme review, and Assurance programme quality and communication.

A programme undergoes a review every five years. A panel of internal and external peers and experts evaluates the programme's quality based on programme information, course materials and evaluation materials. The panel also consults internal and external stakeholders – students, alumni, lecturers and working field partners – to gather and validate perspectives on the programme.

The programme is evaluated against KdG's Quality Framework for Education, KdG's operationalisation of the European Standards and Guidelines and KdG's education policy. This includes assessing how the programme implements the Yearly Check process within the prescribed framework and how outcomes from the overall quality management system are safeguarded and communicated in line with the process Assurance programme quality and communication.

The panel provides meaningful feedback, which the programme uses to maintain and further enhance its quality.

<https://www.kdg.be/kwaliteitsvol-onderwijs#rapportage-opleidingskwaliteit-content>

Composition of the review panel

Role in the panel	Full name	Position, organisation
Chairman	Ludo Heylen	Director Centre for Experiential education, KuLeuven
Student	Manon Van Donkelaar	Student Multimedia and Creative Technologies (English track), KdG and Alumna International Entrepreneurship (IOR, Dutch track), KdG
Peer	Paul Melessen	Retired Programme Manager (trade management Asia, international management), Amsterdam University of Applied Sciences and The Hague University of Applied Sciences
Representative of the professional field	Edward Schiettecatte	Founder and CEO, TRAINM – Neuro Rehabilitation Clinics
Internal education expert	Sarah Loopmans	Member of educational support staff for degree programmes Early Childhood Education and lecturer, KdG

Reporter: Liesbeth Adriaenssens, staff member Educational Development, KdG

Process

The panel prepared for the programme review by thoroughly analysing the programme documentation and self-reflection. Based on their assigned roles and the materials provided, panel members developed tailored questions for each interview group.

The panel met with the programme coordinators and reviewed course and assessment materials. It then explored, verified, and deepened its findings through discussions with students and recent graduates, lecturers, alumni, and representatives of the professional field.

The panel subsequently identified strengths, recommendations, and any urgent working points, if applicable. To assess the intended learning outcomes, it reviewed the final-level examinations and marking schemes. The panel's findings, judgement, and recommendations were incorporated into the draft report. Following a feedback dialogue with the programme coordinators, the draft was refined into the final report and this abstract.