

## **MIBM and MIBP Accreditation Development Meeting**

**Participants:** Chair panel February 2023 (MIBP), panel member December 2022 (MIBM) and February 2023 (MIBP), Dean IBS, Head of Education MIBM and MIBP, Quality advisor O&O, project leader Accreditation

**Date:** 10 July 2023

**Time:** 14:00-15:00 hrs.

**Location:** Teams

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On 5 December 2022, the site visit of the accreditation panel took place for the Master in International Business and Management (Full time). On 13 February 2023, the site visit of the accreditation panel took place for the Master Interdisciplinary Business Professional (Full and Part time).

The Assessment framework for accreditation in higher education (NVAO, 2016) includes a development meeting. During the development meeting, the programme conducts a discussion with the panel in which possible improvements are discussed from a development perspective. This development meeting took place in the context of the external visitation of the MIBM and MIBP programmes.

As a follow-up of the visitation days in December 2022 (MIBM) and February 2023 (MIBP), two subjects were discussed further with the chair and a panel member of the visitation panel. The subjects were the professional products and the educational concepts of the master programmes. Below is a summary of the discussion about these two topics.

### **1. Professional products**

During the development meeting, specific suggestions for professional products with research support were discussed:

- How do you see the deliverables? Advice, evaluation, implementation, the ability to manage this.
  - There are quite some learning outcomes which lead to these deliverables.
  - It is an advice to finalize the curriculum just before the students start the final product. It has to be a real life problem and it needs to be innovative, creative, proactive. Numerous calibration sessions are needed for this.
  - Research is still evidence based and fact based. But there are more forms of research. What is the real business issue? The student still has to come up with the diagnosis.
  - Thesis can be fearful for students, but it should be something to look forward to.
- How is it possible within a one year programme?
  - It requires a totally new approach. The lecturers really need to change. They need to be trained and made enthusiastic.
- What do students show on professional level? What is the implementation level?
  - Connect with the alumni and make them responsible in helping students to graduate.
  - Give them an opportunity to make it a personal fit.
- Both programmes are a preparation for Professional doctorate. This could be a promotional feature. For example as the first year of a promotion.

## **2. Educational concepts**

During the development meeting, specific suggestions for educational concepts were discussed:

- During the visitation we could see disparity in approach between students and lecturers of MIBM and a strong learning community for MIBP. Advice is to have value based learning instead of discipline based learning.
- Formalize a joined vision; there is a lot of freedom for lecturers to do their job, but you need a joined approach.
- Would it be a possibility to have the students of the MIBM and MIBP work together? Yes, this could increase the learning experience.

## **3. Final remarks and questions**

- How to make a distinction between a Master of Science and a MBA?
  - Some students prefer to have a MSc, some prefer MBA. Was there any research done about this? No, and the differentiation is not made or needed as in general, what matters is that the business world is asking for ethical responsible leadership.
- Communication: be clear what your philosophy is. Towards every change you make in the curriculum, keep on explaining this to students and staff. You can't explain it enough.
- Simplify and make it clear to all. Not only students but also staff.