Business Management

2015 — 2016 — 2017 — 2018 — 2019

Autumn 2015:
Internal analysis for policy plan

Spring 2016:
Dialogue committee and thematic quality control (interconnecting education, research and services)

Autumn 2016:
Finalising policy plan

Autumn 2017:
Start thematic quality control international competences

Spring 2018:
Management meeting – follow-up policy plans

Conclusions after thorough analysis by external experts:

Dialogue committee

"The committee praises the programme for its personal study and student guidance and counselling."

MEMBERS

Luc Driesen
Ewals Intermodal (now: Move

Annemie Steegen
Acquisitie & Vastgoed LRM

Kathleen Thijs
KBC verzekeringen

Jan Theunis
Constitutional Court
UHasselt

Mirjam Vermaut
BIBF

Lut Cuppers
UCLL, education policy

Kurt Stas
UCLL, alumnus

Experts thematic quality control

"The experts appreciate the great number of authentic cases the students can set to work on."

MEMBERS

Jan Elen
KU Leuven

Didi Griffioen
Hogeschool Amsterdam

Petra Cremers
Hanzehogeschool Groningen

Frans Kamps
Zuyd Hogeschool

Strengths

- The personal study and student guidance and counselling; the low threshold between students and lecturers.
- The quality of the programme.
- The practical orientation at the right level.
- The added value of ICT use in training.
- The internationalisation tracks (consolidation).
- The attention to integrated language training.

Points of improvement

The system of tiered quality assurance encompasses a continual process suggesting points of improvement. As such, the following points of improvement were identified by the programme/students/sector heads at the time of the dialogue commission in January 2016.
- Deciding on and vigorously carrying out the programme's USPs (Unique Selling Proposition).
- Making better use of the alumni as ambassadors.
- Establishing an appropriate HR policy meeting future needs.
- Daring to prioritise and chart goals on a timeline.
- Communicating with students in a timely and appropriate manner.

Working on points of improvement in the programme is a continuous process.

Theme: Interconnecting education, research and services

The experts praised the programme for the great number of authentic cases the students can set to work on. Also the inclusion of the two staff profiles of lecturer/researcher and researcher/lecturer is an important step towards the integration of research in education. The strategic and systematic collaboration with (EU) regional partners is a plus.

The experts furthermore recommend that the programme develops a more pronounced vision of research and services in education and to set clear objectives in this regard. Also, the added value of stakeholders' contribution to the quality education must be better charted.

An analysis leading to a policy plan

Policy priorities

In order to safeguard the quality of the programme permanently, the following policy priorities were stipulated in the policy plan:

- Optimising the curriculum as a dynamic process.
  Quality assurance in the programme starts with optimising the curriculum. We regard this as a dynamic process because we are continuously evaluating whether the subject matter of the course units is sufficiently innovative and up-to-date.
- Programme profile.
  Our programme is set in a continuously changing society: not only is the content subject very important, but also the acquisition of soft skills and digital skills is a priority. We also believe it self-evident to put this in an international context.
- Safeguarding existing internationalisation initiatives while keeping an eye out for new opportunities.
  Because of the broad international context of our programme, we have the opportunity to create new forms of collaboration with our international partners. We are always looking for opportunities for our lecturers and students.
- Interconnecting research and services in education.
  We add value to the programme by the cross-fertilisation between research and services in an international context.
- Motivation and manageable workload.
  We ensure that the challenging job of our staff remains manageable while not compromising on quality.

Key innovations

Several innovations were introduced to the programme based on the feedback of the dialogue commission and the group of experts. This is an continuous process.

The constant search for a more integrated **collaboration** with companies, institutions, etc. that can take various shapes.

In this regard, the **SME routes** – now a brand – are a very attractive concept within the programmes (http://www.kmo-routes.be/). These routes offer an opportunity to collaborate not only within the programme but also across programmes. This may form the foundation for further inter- and multidisciplinary collaboration.

The first route, **Innovation Lab**, a collaboration between Business Management and Applied Informatics, was introduced this academic year ('16-'17). The concept has turned out to be a hit, even internationally. There are collaborations not only within Europe (various partners in France, Turkey, Finland, etc.) but also in America and, as of the '17-'18 academic year, in South Africa.

A similar interdisciplinary collaboration is taking place in the **Small Business Projects** and the concept of the **Pop-Up Stores**. https://www.ucll.be/nieuws/2016/01/21/%E2%80%98innovatief-ondernemen%E2%80%99-door-yves-servotte-voor-het-innovationlab-en-de-sbp

Both offer a strong combination of interconnecting education and services. They offer the possibility of being plugged into the workspace and turning profession-specific and general competencies into practice.

https://www.ucll.be/samenwerken/innovatieve-projecten/pop-stores

Another choice of traineeship projects is one that includes **market research**. These authentic assignments (in collaboration with companies) again offer opportunities to promote our service package. http://www.kmo-routes.be/routes.php?id=6

All these examples contribute to the accomplishment of our policy priorities but fit just as well in the strategic priorities of the university college.

A policy plan with continuous follow-up

Just like all study programmes at the UCLL, the Business Management programme draws up a state of affairs every year and holds a management meeting every two years. The next management meeting for this programme is scheduled to be held in 2017-2018.

Information

Extra background information about quality control in UCLL:

https://www.ucll.be/rapport