



Subject	International Business and Management Studies (IBMS)
Qualification	Bachelor of Arts
Course duration	8 semester
Form of studies	Full-Time
University	HAN VoorlichtingCentrum (HVC) Postbus 6960 6503 GL Nijmegen <a href="http://www.han.nl/">http://www.han.nl/</a>
Faculty/Department	Arnhem Business School P.O. Box 5171 NL-6802 ED Arnhem The Netherlands <a href="http://www.han.nl/restyle/international/int-abs/fac_frameset.xml">http://www.han.nl/restyle/international/int-abs/fac_frameset.xml</a>
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Accredited by	FIBAA
Date of accreditation	08 <sup>th</sup> February 2007
Period of accreditation	From 19 <sup>th</sup> February 2007 until end of January 2012
Conditions imposed	None
Peer	<b>Prof. Dr. Hans-H. Bleuel</b> , University of Applied Sciences Dusseldorf <b>ing Joep C. de Jong</b> , Director Learning Solutions, BT (Global Services) <b>J. Paul D. Riegen R.M.</b> , Strategic Marketing/Management Consultant <b>Fedes van Rijn</b> , Student of International Business and Management Studies, Hanze Hogeschool Groningen <b>drs. Roelien van Empel</b> , Policy advisor and auditor NQA
Profile of course	HAN is a university of professional education with some 1.700 employees and over 18.500 students, Dutch and foreign. HAN University was founded in 1996, when three earlier Institutes for higher professional education merged: HEAO Arnhem, Hogeschool Gelderland and Hogeschool Nijmegen. HAN's study programmes are offered by four Faculties. These are: the Faculty of Education, Faculty of Technology, Faculty of Health and Social Studies and the Faculty of Economics and Management (FEM). The IBMS-programme that is the object of this report is one of five study programmes offered in English only at FEM.  The IBMS programme educates students for business

functions and management positions in internationally oriented companies. An IBMS graduate should be able to execute or direct different integrated international business operations in the fields of international marketing, finance and management. IBMS graduates should be starting working at the level of beginning professional in a professional field that is both broad and international and will develop towards positions in the general management of their organisation or company.

The IBMS programme has a study duration of four years. Study load is expressed in ECTS. Credits are related to an average study load of 28 hours. The curriculum contains a total of 240 CP. The study load is expressed in European Credits. In developing the programme, the study load of study units, modules and projects has been estimated.

The intake procedure contains elements as:

Applicants need to prove they have successfully completed secondary education at a specified level (HAVO, VWO, preferably Economie en Maatschappij or comparable level); Applicants must give proof of a good command of the English language (TOEFL-scores).

Applicants of 21 years or older who do not comply with the requirements can be admitted to IBMS if they can prove their ability to follow the study programme. The Board of Admission decides on these matters. Assessing instruments are e.g. an interview about their educational background and relevant professional experience, tests in level of English, Economics and Mathematics.

The statutory tuition fee for EU-students for the academic year 2006-2007 is € 1519. European Union residents from outside the Netherlands can ask for a partial refund from the Dutch government.

IBMS makes use of guest teachers. These are experts from the business community, who are invited to present a lesson e.g. when the subject matter is highly specific. Contacts between IBMS-staff and these guest teachers and the selection of guest teachers serve also as a means of keeping in touch with developments in the professional field.

The focus is on the learning process of the student, and the aim is to transfer the responsibility of this learning process gradually from the teacher to the student. A number of assignments have to be done in teams and individually and at least 3 different teaching / learning methods are used in each study unit. The students complete realistic professional assignments in order to acquire the competencies. This assignments result in proofs of professionalism. Thus, the professional practice is integrated into the programme. It offers integration of disciplines and requires active participation and self learning. The students' knowledge of the professional field is developed by learning resources such as text books, cases, readers, internet/downloads and other international media containing references to recent research. Teaching methods

	<p>will include project education and problem based learning, interactive lectures, case based education, seminars, given presentations, simulation games and more traditional forms of education, like lectures.</p> <p>IBMS aims at educating and preparing students to function in internationally oriented environments, international standards shall be included in the final requirements and competencies and international activities related to the international professional field shall be fully integrated in the programme. During their study students study and work together with students from other nationalities. Through the placement and the graduation assignment in an international environment and the study abroad semester the student gets in touch with international standard for the professional field. Exchange programmes include exchange of students and lecturers between partner universities abroad.</p>
<p>Summary of assessment by the agency</p>	<p>The Panel concludes unanimously that the Bachelor's course in International Business and Management Studies (IBMS) as offered by HAN complies with all the FIBAA Quality Standards for Bachelor's courses. It is considered as an undergraduate Bachelor's programme.</p> <p>The FIBAA Accreditation Commission granted accreditation to the Bachelor's programme in International Business.</p> <p>The programme meets the FIBAA-Standards overall, taking into consideration the concept, structural elements, curriculum, teaching and learning methods and the teaching staff.</p> <p>There is potential for development in the area of internationality, cooperation and partnerships and admission procedures.</p> <p>The programme's positioning on the education market is discussed at length, the competitiveness of its target skills and objectives is analysed in detail and its competitive advantages are clearly described. There will be demand on the employment market for the professional qualification obtained on the programme in the foreseeable future.</p>

## Quality Profile

HAN University Arnhem; Bachelor-Programme International Business and Management Studies (IBMS)

Criteria	Grades	Excellent	Quality requirement exceeded	Quality requirement met	Quality requirement not met	n.o./ <sup>1</sup> n.e./ <sup>2</sup> n.r. <sup>3</sup>
1.	STRATEGY AND OBJECTIVES					
1.1	Programme Objectives		X			
1.1.1*	Logic and transparency of programme objectives		X			
1.1.2	Rationale for degree title			X		
1.1.3	Description and determination of the programme profile (only relevant for Master programmes in Germany)					n.r.
1.1.4*	Relationship between programme and target skills and competencies		X			
1.2	Positioning of Programme			X		
1.2.1	Positioning on education market		X			
1.2.2	Positioning with regard to employability			X		
1.2.3	Positioning in the institution's strategic concept			X		
1.2.4	Positioning in the institution's academic concept			X		
1.3	International Orientation			X		
1.3.1	Internationalisation in the programme concept (* MBA)			X		
1.3.2	Internationality of the student community			X		
1.3.3	Internationality of the teaching community			X		
1.3.4	Specific international and intercultural content			X		
1.3.5	Activities aimed at ensuring internationality			X		
1.3.6	Inclusion of foreign languages (* MBA)		X			
1.4	Cooperation and Partnerships			X		
1.4.1	Cooperation with HE institutions and other academic institutions or networks			X		
1.4.2	Cooperation with enterprises and other organisations			X		

<sup>1</sup> n.o.: Not observable

<sup>2</sup> n.e.: Not existent

<sup>3</sup> n.r.: Not relevant

\* = Minimum requirement is „ Quality standard met “

Criteria	Grades	Excellent	Quality requirement exceeded	Quality requirement met	Quality requirement not met	n.o./ <sup>4</sup> n.e./ <sup>5</sup> n.r. <sup>6</sup>

2.	ADMISSION (ADMISSION PROCESS AND PROCEDURE)			X		
2.1	Admission requirements			X		
2.2	Application documents			X		
2.3	Professional experience (not relevant for Bachelor programme)					n.r.
2.4	Admission test			X		
2.5	Language test (* MBA)			X		
2.6	Interview			X		
2.7*	Logic and transparency of the admission procedure			X		
2.8*	Transparency of admission decision			X		
3.	PROGRAMME DESIGN					
3.1	Structure			X		
3.1.1*	Use of the module concept		X			
3.1.2*	Application of the “European Transfer and Accumulation System (ECTS)”			X		
3.1.3	Specialisations					n.e.
3.1.4	Electives					n.e.
3.1.5	Knowledge transfer and skills development			X		
3.1.6*	Examination Regulations			X		
3.1.7*	Transparency and description of units and modules			X		

<sup>4</sup> n.o.: Not observable

<sup>5</sup> n.e.: Not existent

<sup>6</sup> n.r.: Not relevant

\* = Minimum requirement is „ Quality standard met “

Criteria	Grades	Excellent	Quality requirement exceeded	Quality requirement met	Quality requirement not met	n.o./ <sup>7</sup> n.e./ <sup>8</sup> n.r. <sup>9</sup>

3.2	Content			X		
3.2.1*	Logic and transparency of the relationship between subjects and programme objectives		X			
3.2.2	Core subjects offered		X			
3.2.3	Specialisations offered					n.e.
3.2.4	Electives offered					n.e.
3.2.5	Multidisciplinarity			X		
3.2.6	Orientation to knowledge transfer and competence development			X		
3.2.7	Preparation for research-oriented tasks			X		
3.2.8	Assessments and examinations			X		
3.2.9	Dissertation			X		
3.3	Generic components			X		
3.3.1	Scholarly methods			X		
3.3.2	Preparation for research-oriented tasks			X		
3.3.3	Gender Mainstreaming and Diversity			X		
3.3.4	Education and training			X		
3.3.5	Social behaviour, ethical aspects and conduct			X		
3.3.6	Management techniques		X			
3.3.7	Communication and public-speaking skills		X			
3.3.8	Teamwork and conflict-handling		X			
3.4	Teaching and Learning Methods			X		
3.4.1	Logic and transparency of the teaching and learning concept		X			
3.4.2	Multiple methods (i.e. "blended learning")			X		
3.4.3	Projects in companies/organisations and case studies		X			
3.4.4	Teaching and learning materials		X			
3.4.5	Teaching input from research			X		
3.4.6	Guest speakers			X		
3.4.7	Student assistants involved in teaching			X		
3.5*	Professional orientation			X		

<sup>7</sup> n.o.: Not observable

<sup>8</sup> n.e.: Not existent

<sup>9</sup> n.r.: Not relevant

\* = Minimum requirement is „ Quality standard met “

Criteria	Grades	Excellent	Quality requirement exceeded	Quality requirement met	Quality requirement not met	n.o./ <sup>10</sup> n.e./ <sup>11</sup> n.r. <sup>12</sup>

4.	RESOURCES AND SERVICES					
4.1	Programme Teaching Staff			X		
4.1.1*	Structure and number of teaching staff for curricular requirements			X		
4.1.2*	Teaching staff's academic qualifications		X			
4.1.3	Teaching staff's teaching qualifications		X			
4.1.4	Professional qualifications and business experience of teaching staff		X			
4.1.5	Internal Cooperation			X		
4.1.6	Student assistants by teaching staff			X		
4.2	Programme Management			X		
4.2.1	Programme management structure			X		
4.2.2	Administrative support for students and teaching staff			X		
4.2.3	Advisory board and its responsibilities			X		
4.3	Transparency and Documentation of Programme			X		
4.3.1*	Description of the programme			X		
4.3.2	Documentation of activities during the academic year			X		
4.4	Facilities		X			
4.4.1	Quantity and quality of teaching rooms		X			
4.4.2	Availability of modern ICT in teaching rooms and at individual workstations		X			
4.4.3	Individual support in technical issues		X			
4.4.4	Access to literature and journals in a reference library		X			
4.4.5	Access to on-line research tools including connections to important databases		X			
4.4.6	Opening hours and staffing		X			
4.4.7	Number of and technical equipment at library workstations for students		X			

<sup>10</sup> n.o.: Not observable

<sup>11</sup> n.e.: Not existent

<sup>12</sup> n.r.: Not relevant

\* = Minimum requirement is „ Quality standard met “

Criteria	Grades	Excellent	Quality requirement exceeded	Quality requirement met	Quality requirement not met	n.o./ <sup>13</sup> n.e./ <sup>14</sup> n.r. <sup>15</sup>

4.5	Additional Services		X			
4.5.1	Careers advice and placement service		X			
4.5.2	Alumni activities		X			
4.5.3	Mental recreation		X			
4.5.4	Support and counselling for students		X			
4.5.5	Financial support and scholarship schemes					n.o.
4.6	Financial Planning and Financing of the Programme			X		
4.6.1*	Logic and transparency of financial planning			X		
4.6.2	Basic financial resources			X		
4.6.3*	Financial stability for the entire duration of an accreditation			X		
5.	QUALITY ASSURANCE			X		
5.1	Logic and transparency of the institution's overall quality assurance concept			X		
5.2	Quality assurance for programme's content, processes and results			X		
5.3	Compliance of the quality assurance for the programme with the institution's overall quality assurance concept			X		
5.4	Systematic, ongoing quality development			X		
5.4.1	Evaluation by students			X		
5.4.2	Evaluation by teaching staff			X		
5.4.3	External evaluation			X		

<sup>13</sup> n.o.: Not observable

<sup>14</sup> n.e.: Not existent

<sup>15</sup> n.r.: Not relevant

\* = Minimum requirement is „Quality standard met“