

FIBAA BERLINER FREIHEIT 20-24 D-53111 BONN

Programme	<b>International Business Administration</b>
Qualification awarded on completion:	<b>Bachelor of Business Administration (BBA)</b>
Intended length of programme	4 Years
Type of programme	Vollzeit
Higher education institution (HEI):	<b>Hogeschool Wittenborg - University of Applied Sciences</b>
Faculty/Department	Laan van de Mensenrechten 500 7331 VZ, Apeldoorn
Contact	Information
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Accredited by	Foundation for International Business Administration Accreditation (FIBAA)
Date of accreditation	August 30 <sup>t</sup> , 2012
Period of accreditation	<b>July, 19<sup>th</sup>, 2012</b> until <b>Summersemester 2017</b>
Conditions imposed	No conditions
Peer	Dr. Jean-Pierre Izaac van der Rest (Panel Chair) Professor & Director, Research Centre Hotelschool The Hague, The Netherlands  Prof. Dr. Jörg Freiling Faculty of Business Studies & Economics University of Bremen, Germany  Karl-Peter Abt, Dipl.-Economist Associate Partner Stanton Chase Düsseldorf GmbH, Germany  Ilja Kogan Student of the Master's Programme Infonomics Maastricht University, The Netherlands
Profile of course	The Bachelor's Programme "International Business Administration" of Wittenborg University of Applied Sciences, Apeldoorn (NL) is a 240 European Credit (EC), 4 year Bachelor's programme, with the credits divided evenly over the 4 years (60 credits per year, one EC equalling 28 hrs). The 4 year programme is divided into 3 learning

phases. Each phase is timetabled into a full academic year, in such a way that allows students to follow all modules from the phase, or only the required modules from that year. The timetabled year is divided into two terms (winter and summer). Each term consists of 3 teaching blocks of 6 weeks and 1 retake exam block of two weeks (20 timetabled weeks per term). The year is planned over 44 learning weeks, resulting in an average workload of 38hrs/ week.

The curriculum is modularized; EC credits are allocated to a module on the basis of initial programme design by the Education Board and monitored by the Exam Board, who comments on workload issues if these arise. In general first phase modules are weighted at a higher EC credit load than third phase modules due to the amount of reading required at the start of the programme (knowledge attainment). The weight and allocation of EC Credits to a module is done on the basis of the estimation of the study load in time at the stage of programme design, by the Education Board, in line with the Netherlands norm of an average 28 hours of study equalling 1 EC credit. The EC allocation is evaluated during the year through teacher feedback to the Education Board, through feedback from the Exam Board and through direct student module evaluation.

Actually a total of 22 teachers operates the IBA programme with ten full-time lecturers, employed by Wittenborg, and 12 external lecturers plus a number of guest lecturers. Some Lecturers are involved in more aspects of daily running at Wittenborg, such as membership of the Education Board, the Examination Board, the Marketing Team or the External Relations Team as could be seen during the site visit.

Wittenborgs teaching and learning methodology changes as the programme progresses, from knowledge focussed teaching and learning (phase 1), through understanding and planning (phase 2) to strategic thinking and practice (phase 3).

With a view to the teaching methods, the following methods are applied: classroom lecturing, discussion sessions, feedback and presentation sessions, interviews and debates, video and film, company visits, research papers, coaching and tutoring.

Case studies are often used in the IBA programme, and more so from phase 2 modules onwards. Three forms of case studies are used: Text book case studies, case studies from the teacher's own environment and real business cases, which Wittenborg develops together with its business partners. IBA students participate in them, evaluate them and even manage and operate them.

Admission requirements are described in the IBA Education Guide (version June 2011) as follows:

Entry in the IBA programme

- appropriate secondary school education qualifications, equivalent to the Dutch HAVO diploma or MBO-4 diploma,

	<ul style="list-style-type: none"> <li>• for students 21 years and older without the above mentioned entry requirements: en-trance examination (e.g. 21+ test) set by the Wittenborg Graduation and Examination Board,</li> <li>• working level of the English Language equivalent to an IELTS score of 6 e.g.,</li> <li>• letter of motivation and a Curriculum Vitae,</li> <li>• interview by Wittenborg for intention, motivation and aptitude,</li> <li>• the completion of the interview and the offer of a place at Wittenborg are followed by the signature of a Wittenborg Study Agreement,</li> <li>• Wittenborg is signatory for the national Code of Conduct for international students in the Netherlands, where specifics regarding entry requirements are also re-iterated,</li> <li>• the application procedure for international students is fully described on the Wittenborg website <a href="http://www.wittenborg.eu">www.wittenborg.eu</a> where all the required documents and the fee structure are available.</li> </ul> <p>In addition to the above mentioned entry requirements, also a horizontal intake is possible: Students who can prove credits gained from previous study in a related programme (including IBS BTEC programmes) can apply for entry into later stages of the programme, on the basis of advanced placement and students will be judged on an individual basis. Horizontal intake of international students from abroad will be judged on the basis of placement advice by Nuffic, and “home” student applicants will be judged on the basis of evaluation for ad-vanced placement by internal teachers and the Exam Board.</p> <p>The IBA programme according to WUAS is an explicitly internationally orientated programme. It is the aim that graduates from the IBA programme can operate within any international environment, or use their international focus gained from the programme to excel within their home environment. The programme is described, credited (ECTS) and documented to conform to European Higher Education Standards, and the degree is accompanied with a Diploma / Degree Supplement conforming to European standards. Aims, objectives as well as the Final Qualifications are to reflect the international character of the programme. The final phase of the IBA also allows students to focus on scientific research, as research plays a key role in today’s business education. This research is also geared towards an international context.</p>
Summary of assessment by the agency	The Bachelor’s Programme “International Business Administration” of Wittenborg University of Applied Sciences, Apeldoorn (NL) is an undergraduate programme. It has a modular structure, is based on the ECTS, has a professional-oriented profile and leads in line with Dutch legislation to the academic degree of “Bachelor of Business Administration”. The programme meets the quality requirements for Bachelor’s programmes and has been accredited by FIBAA.

	<p>The panel's assessment takes into account the self assessment, the results of the on-site visit. The panel has taken into consideration, in particular, the strategy and objectives, admission requirements, the design, resources and services plus the quality assurance.</p> <p>The panel members see strengths of the programme by</p> <ul style="list-style-type: none"><li>• cooperation with enterprises and other organisations</li><li>• selection procedure</li><li>• ensuring foreign language competence</li><li>• transparency of admission decision</li><li>• communication and public-speaking skills</li><li>• provision of student support / coaching by teaching staff</li><li>• quantity, quality and IT and media facilities of teaching rooms.</li></ul> <p>The panel also sees that there is potential for developments by</p> <ul style="list-style-type: none"><li>• integrating the mini-modules into larger modules,</li><li>• improving the paper mark sheet in terms of transparency by using a grading system,</li><li>• making available online databases which include access to top-ranked academic journals,</li><li>• strengthening the role of the students in a more institutionalised way,</li><li>• conducting surveys for graduates on a regular and formalised basis and their evaluation.</li></ul>
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## **Quality Profile**

**HEI:** Hogeschool Wittenborg - University of Applied Sciences

**Programme:** International Business Administration, Bachelor of Business Administration (BBA)