

Development Meeting

Ba-International Business

Zuyd University of
Applied Sciences

26th November 2019

Determined by the assessment panel

Report Development Meeting

Attendants during development meeting

Panel:

- Mr. Rijnders (Avans UAS)
- Mr. Wernaart (Fontys UAS)
- Mr. Moors (workfield)
- Ms. Boerhout (Student Avans UAS)

Programme attendants:

- Manon Niesten, Head of department
- Eefje Willems, Head of department
- Nikos Kalogeras, research coordinator Research Center Sustainable International Business
- Angelique Cieremans (report development meeting)

Introduction

In November 2019th an audit panel conducted a limited programme assessment of the existing bachelor programme in International Business of Zuyd Hogeschool in Maastricht. At the end of the of the interviews during the site visit a development dialogue took place with the panel, discussing potential improvements for further development of the research center Sustainable International Business (SIB). The programme formulated some preliminary questions concerning the positioning and focus of research centers in other universities of Applied Sciences and in the workfield.

The positioning was discussed along the following topics: success and failure factors for positioning, expectations to research centers, deliverables of research centers, contributions to professionalization of lecturers, and kind of research conducted by research centers.

Most important recommendations

Based upon the development dialogue the programme and research center SIB noted the following summary of recommendations:

1. chose a strong, strategic focus for the research center based upon a clear mission and vision. Discuss in detail the expectations to a research center from the perspective of the IB-programme management, workfield in order to choose a research line that is first of all relevant for the programme and secondly for the workfield. What is the demand of the workfield? This should be the main topic of empirical investigation.

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2. consider seriously the positioning of the research center. Should it be an independent research center or should it be an entity that is a co-creation between students, lecturers and professor/research center (members). Options like hosting a minor, supervision of graduates and the integration of students in conducting research were mentioned.
3. invest further in enhancing the alignment and clear definition of terminology. Create a common sense of understanding on topics like:
 - a. sustainability. What is sustainability for the IB-programme and why is it important? How the focus on sustainability is supported by recent developments or identified needs of the workfield?
 - b. 'applied science' and 'international'. What is meant by *international applied science*?
4. collect sufficient cash flow to conduct research
5. invest in good communication and collaboration. Create mutual benefits between programme and research center, e.g. by training research skills for lecturers, by participation of lecturers and students in conducting research
6. bring the options for conducting research and the output/outcome of research to public notice. Invest in a strong branding of the research center and prove and promote the added value of the research center for the needs of Limburg SME's.
7. investigate what the main IB topics for the Euregion are. How can the IB programme and research center SIB contribute to these topics.


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