

Minutes MSc PC – 20 December 2022

Hybrid meeting via Zoom and in T3-42 10:00–12:00 hours

Present	Absent
MS: Maciej Szymanowski (Chair, MM, BAM)	BES: Baris Eren Sezer (MM)
AL: Annelie van der Leelie (Minutes)	RG: Rob Geurts (MScBA BAM)
PBC: Philipp Cornelius (BIM)	RSV: Romee Servant Volquin (SE)
YL: Yu Liu (SE)	JA: Jorrit Alkema (HRM)
GB: Guido Berens (GBS)	EB: Emanuel Ubert (SM)
EV: Eric Vaupel (MScBA AFM)	NE: Nico Eymael (SM)
SO: Sam Oor (MI)	AM: Alla Molibog (HRM)
JU: Jule Ulrych (MScBA MIM)	SZ: Solomon Zori (MScBA AFM)
CS: Claus Schmitt (FI)	(MScBA P-MIM)
HPW: Han Pei Wu (SCM)	WV: Wim van Vliet (MScBA P-MIM)
KK: Korcan Kavusan (MscBA MIM)	
GH: Gabi Helfert (PM)	
PBT: Pedro Barbosa Tinnemans (MBI)	
MIP: Malgorzata Iwanczuk – Prost (MI, MBI)	
JS: Jonas Schmidt (GBS)	
MP: Morteza Pourakbar (SCM)	
AS: Ad Scheepers (PM)	
SV: Stefan Vuksa (FI)	Guests
MLP: Michal Pilch (BIM)	BB: Bram van den Bergh (Academic Director MSc MM)

1. Opening and announcements

The chair welcomes everybody present.

2. Approval of minutes from MSc PC meeting 22 November 2022 – see attachment

The minutes were approved.

3. ILOs update in the Marketing and Management programme – Bram van den Bergh

BB presented to the Committee the planned ILOs updates in the MSc MM programme.

- 1) The department would like to update the ILOs because a) The programme has too many ILOs making it challenging for the courses/ electives to cover all ILOs. Moreover, the too specific ILOs make it more difficult to fit new courses into the programme, b) Some ILOs aren't up to date and/ or well covered. All ILOs should be represented in a course but in practice this isn't the case which means that some ILOs are covered more than others and c) RSM would like to offer a high quality and up to date programme but received criticism from external and internal stakeholders. From the NVAO perspective, the MSc MM programme has too many (18) ILOs. In addition, internal stakeholders wonder whether the current ILOs are aligned with RSM's Competency Framework, mission and values.
- 2) To improve the programme, the department would like to suggest integrating the 18 old ILOs into 7 new ILOs thus there are comprehensive and fewer ILOs. The 7 new ILOs are structured along the lines of a) The Bloom's Taxonomy of knowledge, skills and attitude, b) Competencies / professional roles such as the researcher, manager and communicator, and c) RSM's mission and stakeholders.
- 3) From an educational strategy perspective, the department would like to focus more on the researcher role that can analyse empirical data because this is important to the labour market. In addition, the old school manager role would be updated a bit as there will be more focus on the downside of marketing, for example

overconsumption.

- 4) This topic has already been discussed with the previous PAC, current faculty, PM and Dean.

Comments of the Committee:

- 1) GB: It would be better to reformulate ILO 6 *Analyse value of challenging the status quo in an ethical and evidence-based manner* because it's unclear to what the ethical and evidence-based manner refers to.
- 2) MS: It would be better to add a few ILOs which would relate to students being aware of their strengths and weakness thus it would be clear to them which role (researcher, manager or communicator) suits them best so that they could easily decide which marketing management segment they want to work in.

The proposed changes in the ILOs were unanimously accepted by the Committee. MS will send a letter of consent.

4. Formation of subcommittees

During the meeting, the MSc PC members formed the final subcommittees.

Overview of the subcommittees and topics they intend to work on

Topics	Members
HOKA	Han Pei Wu Michal Pilch Jorrit Alkema
Programmatic Practice Relevant Assessment subcommittee - Change of resit policy in assignment-based courses - Problems with group assignments during the course because there aren't sufficient study spots - Due to programmatic assessment education, teachers shouldn't be overwhelmed by the new way of assessing (broader across courses)	Morteza Pourakbar Rob Geurts Sam Oor Alla Molibog Philipp Cornelius
Thesis subcommittee - Alternative thesis projects - Investigate the progress of previous changes in the thesis project and how they were implemented	Yu Liu Malgorzata Iwanczuk – Prost Romee Servant Volquin Korcan Kavusan Emanuel Ubert
Course Evaluation subcommittee - Low response rate - Positive approach to course evaluation by teachers - Improve course evaluation design e.g. More aspects of a course should be measured	Claus Schmitt Solomon Zori Nico Eymael Jonas Schmidt
Diversity subcommittee - Gender diversity at university - Besides the European/ American market, RSM should make more use of markets in other continents such as Africa, Asia and Latin America for case studies and companies	Pedro Barbosa Tinnemans Jule Ulrych Eric Vaupel
Onboarding Faculty subcommittee - Making the practice onboarding information more user-friendly for new staff members - Providing information on RSM culture to new teaching staff	Guido Berens
Open Education subcommittee - Improving collaboration between stakeholders (e.g., alumni, companies) and RSM for courses projects	Wim van Vliet Nico Eymael Baris Eren Sezer Stefan Vuksa Maciej Szymanowski

5. Closing remarks

6. Action points

What	When	Who
MS will write a letter of consent about the ILO changes in the MSc MM programme	By January	Maciej Szymanowski

Next meetings:

26 -Jan-23, 10.00h 18-Apr-23, 10.00h
21-Feb-23, 10.00h 27-Jun-23, 10.00h
21-Mar-23, 10.00h 30-May-23, 10.00h