

## MINUTES 169<sup>TH</sup> FC MEETING – 02 JULY 2015

### Attendees

FC Members	Guests	MT	Official Secretary
Gabi Helfert	Willem Koolhaas	Steef van de Velde	Joy Kearney
Jan Sirks	Astrid Huisman	Abe de Jong	Liz Derks
Jelle de Vries	Monique van Donzel	Frank van der Kruk	
Lance Cosaert	Suzanne Bickes		
Andrea Petrini	Anne van de Graaf		
	Lars Norden		
	Julius Regeer		
	Marina Arnaudova		

### 1. Opening

Gabi opens the meeting at 10.34 am.

### 2. Agenda

There are no questions or further points to be added to the agenda.

### 3. Minutes

The minutes of the previous meeting are approved without further remarks or amendments.

### 4. Announcements

Gabi makes four announcements on behalf of the FC:

1. The FC sent out a list of discussion points to the Dean that it would like to see discussed during the October meeting.
2. The FC prepared a letter of consent for the Teaching and Examination Regulations (TER). There were still a few issues and some suggestions for improvements, which were outlined in the letter. However, on the 1<sup>st</sup> of July an email was received from Carla Dirks, which stated that a clause will be included in the TER telling students what to do in the case of incorrect exam questions. This was one of the concerns mentioned in the letter, so the letter will be adjusted and sent out as soon as possible.
3. The Faculty Council discussed the draft of the new Faculty Regulations with a number of faculty members, in particular academic directors of the MSc programmes. On the 1<sup>st</sup> of July a meeting was held with Abe to discuss the outcomes of these meetings. The FC will send a complete list with requests for change in the draft of the new Faculty Regulations to Abe so the discussions with the Executive Board can continue.
4. The FC received a document from the VSNU (Association of Dutch Universities) with recommendations. A number of the points and recommendations mentioned in the document will be subject of FC meetings over the next academic year.

Frank makes one (informal) announcement on behalf of the EB:

- Room redecorations have taken place on the 9<sup>th</sup> floor (department one) and these redecorations are now finished.

### 5. Potential Name Change RSM

Astrid Huisman, Willem Koolhaas and Steef van de Velde are present to discuss and explain the plans to potentially change the name of RSM. The main reason for this is that RSM wants to create more synergy between the EUR

brand name and the business school. Furthermore, a name change would follow the RSM 3.0 strategy, which represents a new phase of internationalization, particularly focusing on Germany and Asia. Moreover, RSM is working to make its research more impactful, is working towards its 50<sup>th</sup> anniversary and wants to strengthen its corporate and alumni network, all for which it needs a strong brand with a strong name. There are also a number of practical reasons why to change the name of RSM, such as the current name being too long and being used in inconsistent ways by media and even by our faculty, students and staff. Just before the FC meeting, Astrid, Willem and Steef met with the EB of the EUR. One issue that was discussed was the resistance towards a name change coming from within the faculty. This is mainly due to two reasons, with the main concern being about investing in a name change in a time of severe budget cuts. The second issue refers to the attachment to the RSM brand that has been built over the years. Especially the RSM MBA recruitment team indicated concerns about the brand equity and running the risk of having a short-term decline in applications. Willem adds to this that it is also a matter of independency, about being different and RSM being able to set its own course. However, Steef explains that the EB of the EUR is very eager to support a name change for RSM and they are willing to carry the costs associated with the whole process. This means that as a faculty RSM would not pay anything and the EUR EB would be responsible for the estimated amount of €1.8 million. Gabi mentions that the general concerns of the FC are mostly in line with the issues already mentioned. First, €1.8 million is a lot of money in a time of austerity and second, RSM has a better (international) reputation and is better known in the field of business than the Erasmus University. This raises the question whether a name change will actually be beneficial for RSM. Willem explains that a next step might be to approach a specialized brand-equity research company, however, first there needs to be agreement on the question that needs to be answered in order to convince people of the name change. Steef adds that it is currently not very clear which brand is stronger, Erasmus or RSM, as that completely depends on the market one looks at. Moreover, in today's global market, collaborations are becoming more important and RSM could work more closely together with the Erasmus School of Economics and the Erasmus School of Law to become a stronger business school. Furthermore, a name change would create more integration with the different "centres" the Erasmus University has, many of which business-related, such as the Erasmus Centre of Entrepreneurship and the Erasmus Centre for Women and Organisations. Lastly, both Erasmus University and RSM are working towards more internationalization, and the areas of focus overlap in many points. Strategically it would therefore make a lot of sense to change the name of RSM to something that is closer related to the Erasmus University, such as Erasmus School of Management and/or Business. Steef further explains that these are currently the considerations on the table and the next step would be to go deeper into the business case than has been done before. One of the options for researching the subject would be to engage a professional company that has experience in this area. However, this will cost a lot of money, so before doing this they will engage the faculty members, alumni, etc. to see whether there would be a willingness to change.

## **6. Scientific Integrity Coordinators**

Monique explains that three scientific integrity coordinators were installed at RSM in November 2014, as a part of the larger initiative to foster an open research culture. An announcement was placed on the website and they also introduced themselves recently during the meeting for new faculty members. There are three confidentiality counsellors, Monique van Donzel, Muel Kaptein and Ting Li, ensuring that there is a fair representation for everyone. These counsellors serve as a first confidential contact point in case faculty or staff members are unsure about how to approach certain issues and as such can come to ask for advice or directions. The integrity coordinators provide a listening ear, do not make any judgments or make any evaluations, but rather provide guidance and advice in a confidential and anonymous atmosphere. One of the issues recently brought to their attention was the lack of detailed guidelines about authorship and co-authorship. They are currently tackling this issue and will soon provide a guideline regarding authorship. Gabi wonders whether these scientific integrity coordinators are exclusively available to faculty members or staff or whether students could also approach them.

Monique answers that students are definitely welcome; however, students are currently not aware of the existence of these counsellors. Gabi suggests talking to programme management so their existence can be advertised to the students. Monique agrees and adds that the information on the current webpage is outdated and will be updated over summer. Andrea wonders whether they also actively check papers on plagiarism. Monique explains this is not the case and that they are solely there to provide advice, as plagiarism checks are part of the research systems and the responsibility of the supervisors. Gabi mentions a discussion that was recently held within the University Council regarding a case of scientific integrity. The press release regarding that case was only issued in Dutch and an English letter explaining the case was only distributed within RSM. Gabi is of the opinion that the press release should also be in English, not only for the sake of inclusiveness but also to inform international members of other faculties about the matter and asks Monique whether she has any advice on further steps to take. Monique states that the case was an example of good handling and as such should not be hidden. Openness about cases and how it is being dealt with is the drive behind the professionalism of integrity within the school and therefore Monique would also like to see the communication to be as open as possible. Steef agrees and states that it is part of both professionalism and internationalisation of the university to communicate such matters openly and both in English and in Dutch.

## **7. New Premium Finance Programme**

Currently, RSM offers a master in Finance and Investments (F&I) that is very popular and highly ranked in the Financial Times. However, the size of the master is becoming a problem and currently a maximum number of students can be taken on. Therefore, RSM came up with the idea to create a “premium programme” (current working title and still subject to change) set up as a high quality programme for only 40-50 highly-talented students. Students will be offered the publicly funded MSc F&I (60 ECTS), in addition to a 30 ECTS package consisting of personal development, career preparation, business ethics and sustainability, a living management seminar, an international study trip and an internship. The extra package is woven into the curriculum, and not merely offered at the end. Students are in a separate group right from the start for the full 90 ECTS. Ultimately, they will receive the degree MSc in F&I, as well as a certificate for the package. In terms of content, the programme includes a number of new core courses and these courses will be more advanced in terms of content. The small scale of the programme allows for a better learning environment and more case-based teaching. Aside from the practical reason of the current MSc F&I becoming quite large, the premium F&I program will also serve as an experiment to move a bit away from the public education to private education. Despite increased state funding from 2017 onwards, the programme will require an increased financial commitment from the student. The current costs of the programme are estimated to be €8000 - €10000, in addition to the regular tuition fee. Steef explains that, although the programme seems a great move strategically, there are also some issues. As mentioned before, the price might be an issue as it is fairly high compared to the regular F&I programme. Additionally, installing a “premium” F&I programme may raise concerns about the quality of the regular programme and might create the impression of inferiority. A good analogy could be drawn with the CEMS programme, which is also a flagship programme taking 1.5 years. Being part of CEMS actually costs the faculty money but is also one of the main reasons why RSM has a good international reputation. This F&I programme would be a similar set-up. Gabi states that there are two main differences with the CEMS programme. First, the CEMS programme is a collaboration effort between universities whereas this programme would be an effort undertaken on our own. Secondly, there is no “second-class” international management programme offered at RSM. Steef replies that the commonality would lie in the selectivity of both CEMS and the premium F&I programme and in the fact that it would cost more than a regular master. However, for the CEMS programme, RSM is carrying the costs, whereas for the premium F&I programme the costs would be distributed over RSM and the student, possibly with the help of scholarships. Anne explains that for non-EU students, the tuition fee would be a really large sum. Therefore, they are currently exploring the option of allowing more scholarships for non-EU students. These scholarships would come from companies that sponsor the

programme. Discussions with companies from different industries have been going on for a while now and have recently been intensified. Some of these companies have already been sponsoring the honours programme for the regular MSc F&I and are very interested in becoming partners of this premium F&I programme. Although the companies might be involved in the selection process, it is ultimately RSM that hands out the scholarships and as such there is no (direct) personal relation between the companies and the students receiving a scholarship. Part of the selection process would also be interviews, so students can indicate whether there is a need for a scholarship. The details still need to be figured out, but the main idea is to have students apply for the programme and the scholarship in parallel, so that the final offer to the student either includes or does not include a scholarship. Furthermore, the programme would not require any additional accreditation as the regular programme is fully accredited and this programme would merely be a more extensive version with an additional package of 30 ECTS. The Faculty Council will send out its advice in the upcoming days.

#### **8. MSc Thesis Trajectory, Deadlines and Exemption Policy**

This issue has been discussed over the past couple of months. A discussion point that remains is students that carry out a more extensive thesis research. As they need more time they are allowed (with the approval of the coach) to extend their deadlines. However, for some students this means they will eventually hand in their thesis at the re-sit deadline, which in turn means they forego the opportunity to graduate summa cum laude as no re-sits are allowed for this qualification. Anne emphasizes the use of the exemption policy for master programmes in such cases, as it is also in the interest of RSM to allow students to carry out excellent research. This means programmes can decide for themselves whether a certain master topic qualifies for this excellence standard and consequently can move the deadline for the first attempt. However, Anne also states that this exemption policy is currently not actively used by the programmes, so in practice students hand in their thesis at the first attempt and arrange with their coach to hand in the final version after receiving a fail for the first attempt, which is not the way it was intended. Gabi states that the programmes might need to be better informed about this as the option is currently not so frequently used. Anne agrees with that and adds to it that the exemption policy will be mentioned in the thesis manual so at least the students are aware of this possibility. The Faculty Council will include this information as a recommendation in the Letter of Consent for the new Teaching and Examination Regulations it will send out in the next days.

#### **9. STAR Management Week – Internationalisation Efforts**

Julius first gives a brief introduction about the STAR Management Week (SMW) and explains that the event is organized based on three pillars; the recruitment part, the academic part and the social part. Three months ago a new committee consisting of eight members was installed that will be working on this project over the next couple of months. Based on the previous editions of the event, the committee set certain goals for themselves, among which to make the event more accessible to international students. Julius explains that there are currently two bottlenecks for international students. The first issue is that many of the recruitment activities are CV-based, meaning companies can select the students based on the CV they provide them with. Most companies that are interested in participating in these activities communicated a particular interest in Dutch students as they are usually trying to find applicants for positions in the Netherlands. However, many of the events are open to international students, also the CV-based events. In addition, one day of the two-week event is the International Career event. For that event they are working together with RSM career services and the MBA department, which have a lot of contact with multinationals operating in different countries. However, international students do not seem to have the feeling that the event is also organized for them. This brings us to the second issue, which is the promotion of the event towards international students. The SMW committee would like to seek advice on how to best communicate and reach out to international students. Andrea mentions the somewhat unfortunate timing of the event as it is organized in November and many of the third-year students (who would possibly be looking for an internship or job

after their bachelor) are away on exchange during that time. Suzanne states that there is always the Erasmus Recruitment Days, which is organized later during the year for those students missing out on the SMW. Andrea also suggests promoting the event more as an opportunity for 2<sup>nd</sup> year students to find an internship for the 3<sup>rd</sup> year. Especially many international students seek to stay in the Netherlands and do an internship as they are studying abroad already. Marina also mentions the option of attracting more start-up companies for the event as they might be more open to work with students of different international backgrounds. Suzanne explains that STAR is currently working on the “Erasmus Recruitment Platform”. This is a platform where small- and medium-sized companies get the opportunity to promote themselves and offer internships. Regarding promotion, Gabi states that probably much depends on the communication strategy used towards the companies. She mentions the example of a German provincial promotion that was very successful and recommends emphasizing the strong points of international students towards companies instead of highlighting the fact that they do not speak Dutch. Julius agrees and says that they are currently also pushing companies to give their presentation in English and open up their in-house days to international students. Suzanne adds that STAR in general is trying to attract more international students and that the current board is trying to restructure the part-time committees in such a way that they both become more attractive for international students to join, but also to organize events that are accessible to international students. Gabi mentions the feedback received by one of the future FC members who is international and does not speak Dutch as he said many of the events on the STAR website are advertised in Dutch and therefore he does not even bother to sign up, even for the one or two international events that are organized each year. This made her wonder about the STAR strategy and whether one should organize specific events for international students or if it would be an idea to make all events international? RSM as a faculty is completely English with a diversity policy stating that all official communication must be in English. Frank agrees, but also thinks that these relatively small measures will not be sufficient for STAR to integrate international students. However, Suzanne mentions that a problem for STAR is that most of the full-time positions are filled up by Dutch students. This happens for different reasons, such as the high costs of staying an extra year abroad without actually studying for international students. Frank states that it is an interesting topic and definitely something to pay attention to. He suggests setting up a brainstorm meeting in September with Gabi, the (international) students of the FC and himself to discuss the issue further.

## **11. Closure**

Gabi closes the meeting at 11.51 am.

### **To do before the next meeting**

<b>Task</b>	<b>Person Responsible</b>	<b>Progress</b>
<b>Letter of Consent Teaching &amp; Examination Regulations</b>	Gabi	DONE
Letter of Advice Premium Finance Programme	Gabi	DONE
Set up meetings to discuss internationalization STAR and SMW	Liz	