

Besluit

Besluit strekkende tot het verlenen van accreditatie aan de opleiding wo-master Erasmus Mundus Master Journalism, Media and Globalisation (joint degree) van de Universiteit van Amsterdam i.s.m. Aarhus University

	Gegevens	
datum	Naam instelling	: Universiteit van Amsterdam
29 januari 2016		Aarhus University
onderwerp	Naam opleiding	: wo-master
Besluit		Erasmus Mundus Master Journalism, Media and
accreditatie wo-ma	Datum aanvraag	: 2 september 2015
Erasmus Mundus Master	Graad opleiding	: Master of Arts
Journalism, Media and	Variant opleiding	: voltijd
Globalisation (joint degree) van	Specialisaties	: Media and Politics
de Universiteit van Amsterdam	Joint programme	: Aarhus University and University of Amsterdam
(004249)		(joint degree)
uw kenmerk	Locaties opleiding	: Amsterdam (year 2), Aarhus (year 1)
2015cu1230	Datum goedkeuren	
ons kenmerk	panel	: 11 mei 2015
NVAO/20160117/ND	Datum locatiebezoek	: 8 juni 2015
bijlagen	Datum visitatierapport	: 20 juli 2015
3	Instellingstoets kwaliteitszorg:	ja, positief besluit van 26 juni 2013

Beoordelingskader

Beoordelingskader voor de beperkte opleidingsbeoordeling van de NVAO (Stcrt. 2014, nr 36791).

Bevindingen

De NVAO stelt vast dat in het visitatierapport deugdelijk en kenbaar is gemotiveerd op welke gronden het panel de kwaliteit van de opleiding goed heeft bevonden.

Samenvatting bevindingen en overwegingen van het panel (hierna: assessment panel).

1. Executive summary

In this executive summary, the assessment panel presents their main considerations which have led to the assessment of the quality of the academic master's programme Erasmus Mundus Master Journalism, Media and Globalisation, Media and Politics specialism of Aarhus University and University of Amsterdam, which has been assessed according to the NVAO Assessment Framework for the Higher Education Accreditation System of the Netherlands (Staatscourant nr. 36791, 19 December 2014) and the Protocol for Dutch Applications for Accreditation leading to a Joint Degree (7 June 2010, February 2011 version). The panel has also taken into account the explanatory notes of NVAO with regard to post-initial academic master's programmes (10 July 2012).

Since the initial accreditation procedure in 2010, the programme design changed fundamentally. In 2010, the University of Amsterdam specialism was a 30 EC part of a one year programme. Now this specialism is a full year, leading to a joint degree. The programme management took up the recommendations of the assessment panel in 2010, such as clarifying the distinction between the specialisms, adjusting the teaching methods to allow for more diversity and scrutinizing the level of the master's theses.

The panel considers the name of the programme to be an appropriate representation of the programme objectives and the programme curriculum. The institutions participating in the consortium which organize this programme drafted a memorandum of agreement, indicating the obligations and rights of each of the partner institutions. The panel considers this to be a sound basis for the programme. Aarhus University and University of Amsterdam play major roles in the consortium and comply fully with the rules and regulations laid down. The panel recommends the programme management to draft a medium term plan in order to state clearly the direction and the results to be achieved in the coming years and to meet potential threats, such as the end of EU funding and a possible drop in student numbers.

From the comparison with other English-spoken programmes in this field, the profile of this programme as a primarily academic, analytical and research-oriented programme is evident. The programme is not about journalism as a profession but about the study and understanding of the relationship between societal developments and journalism. The panel welcomes this research-orientation of the programme. At the same time, students may easily misread the programme profile, mistaking it for a hands-on journalistic programme. Therefore, the panel recommends the programme management to be very clear in the communication of the intended learning outcomes, specifying that this is not a journalistic programme but a research-oriented programme. In Amsterdam, the programme is embedded in a social sciences environment, whereas in Aarhus it seemed to be mainly art arts or humanities environment. The programme representatives, however, informed the panel that the relationship with the social sciences departments in Aarhus is very strong, strengthening the social sciences character of the programme. The programme objectives have been appropriately converted into the intended learning outcomes. From the comparison of the intended learning outcomes to the Dublin-descriptors and from their own inspection, the panel concludes that the learning outcomes reflect the master's level appropriately. The international dimension of the programme is strong and the relationship with the professional field has been organized satisfactory.

Pagina 3 van 7 The panel is impressed with the governance, organization and quality assurance of the programme, extending over Aarhus University and University of Amsterdam. For the panel, maintaining a good quality level, is far from being self-evident, as the programme is quite complex in set-up and operation.

The memorandum of agreement serves as a solid foundation of the cooperation between these institutions, the board of studies manages the programme very effectively, the quality assurance systems, both in Aarhus and in Amsterdam, are functioning appropriately and the coherence committee oversees the contents and the coherence of the curriculum. The panel recommends programme management to further strengthen the position of the coherence committee, in order to ensure recommendations of the committee to be effectively incorporated in the decision-making process of the programme. The admission requirements are relevant for the programme and allow to select the most talented students for this programme. The admission procedure is conducted very thoroughly. Although students with a bachelor's degree are admitted to this post-initial academic master's programme, the panel is convinced these students are academically very strong and will be trained more than adequately in academic skills and in research capabilities in the course of the programme.

The curriculum meets the learning outcomes. The courses cover the subjects to be addressed, including an extensive research component in the curriculum, in the first year and even more so, in the second year. The panel considers the teaching-research nexus in the curriculum to be very strong. The literature in the courses is of the required level. Also, the curriculum is very much up-to-date, as could be seen by the introduction of wikileaks-related subjects. The panel recommends to give the students the opportunity to either choose qualitative or quantitative research methods in the Social Sciences Methods for Journalists course in the foundational year, so they may deepen their knowledge of one of the research methods. The lecturers are renowned academics, doing their research in excellent research institutes and presenting their research results in the classes, giving the students the opportunities to gain first-hand knowledge and understanding on recent developments in the domain of the programme. The panel rates the lecturers and their performances very highly. The lecturers are experienced teachers, the majority of them having a teaching certificate and they meet regularly, so the panel observed.

The panel assesses the study load and the study guidance to be adequately organized and the housing and the facilities to be up to standard for this programme. The students can turn to their teachers quite easily.

The examination and assessment regulations of the programme are appropriate, as they meet either the Danish or the Dutch laws. The examination board oversees the application of the rules and regulations in a satisfactory way. Although the external examiner and the test coordinator of the programme are active in checking tests, assessments and grades, the panel recommends reviewing the quality of the tests systematically and under the authority of the examination board. In addition, the panel recommends to create more distance between the programme management and the examination board, members of the examination board no longer sitting on the board of studies. The methods of examination are adequate and the processes for preparing and drafting the master's thesis are well-elaborated. The panel was pleased to see the master's theses evaluated by at least two examiners, using a thesis assessment form with relevant criteria.

Pagina 4 van 7 For the achieved learning outcomes a number of observations have been made, leading the panel a very favourable assessment of the level achieved by the graduates. The graduation rates in the programme are very high, 90 % of the students graduating within two years, the nominal programme duration. The panel is positive about the quality of the theses, notwithstanding the obvious differences between the individual students. The research components, in most of the theses, are appropriately designed and executed. The average grade of the theses, being 7.3 in the last three years, is relatively high. In most of the cases, the panel agreed with the grade. The graduates have succeeded in securing for themselves some prominent positions. Not only do the graduates find positions on the labour market relatively easily, they also obtain positions in high-ranking and prestigious organizations like well-known national and international governmental and non-governmental bodies. The unemployment rate among the graduates is only 2.0% over the last years.

The panel concludes that the programme meets the requirements of the N V A O Assessment Frameworks (19 December 2014) as well as the requirements of the NVAO Joint Degree Protocol (7 June 2010, February 2011 version) and advises N V A O to grant re-accreditation to the master's programme Erasmus Mundus Master Journalism, Media and Globalisation, Media and Politics specialism of Aarhus University and University of Amsterdam, assessing the programme as a whole to be good.

Aanbevelingen

De NVAO onderschrijft de aanbevelingen van het panel, met name de opmerkingen van het panel over de rol van de examencommissie.

Ingevolge het bepaalde in artikel 5a.10, derde lid, van de WHW heeft de NVAO het college van bestuur van de Universiteit van Amsterdam te 21 december 2015 in de gelegenheid gesteld zijn zienswijze op het voornemen tot besluit van 21 december 2015 naar voren te brengen. Bij e-mail 13 januari 2016 heeft het college van bestuur ingestemd met het voornemen tot besluit.

De NVAO besluit accreditatie te verlenen aan de postinitiële wo-master Erasmus Mundus Master Journalism, Media and Globalisation (joint degree) (120 EC; variant: voltijd; locaties: Amsterdam en Aarhus) van de Universiteit van Amsterdam (i.s.m. Aarhus University) te Amsterdam. De NVAO beoordeelt de kwaliteit van de opleiding als goed.

Dit besluit treedt in werking op 29 januari 2016 en is van kracht tot en met 28 januari 2022.

Den Haag, 29 januari 2016

De NVAO
Voor deze:

A handwritten signature in blue ink, consisting of a large, stylized loop followed by a horizontal line and a vertical stroke.

R.P. Zevenbergen
(bestuurder)

Tegen dit besluit kan op grond van het bepaalde in de Algemene wet bestuursrecht door een belanghebbende bezwaar worden gemaakt bij de NVAO. De termijn voor het indienen van bezwaar bedraagt zes weken.

Onderwerp	Standaard	Beoordeling door het panel
1. Beoogde eindkwalificaties	De beoogde eindkwalificaties van de opleiding zijn wat betreft inhoud, niveau en oriëntatie geconcretiseerd en voldoen aan internationale eisen.	Voldoende
2. Onderwijsleeromgeving	Het programma, het personeel en de opleidingsspecifieke voorzieningen maken het voor de instromende studenten mogelijk de beoogde eindkwalificaties te realiseren.	Goed
3. Toetsing	De opleiding beschikt over een adequaat systeem van toetsing.	Voldoende
4. Gerealiseerde eindkwalificaties	De opleiding toont aan dat de beoogde eindkwalificaties worden gerealiseerd.	Goed
Eindoordeel		Goed

De standaarden krijgen het oordeel onvoldoende, voldoende, goed of excellent. Het eindoordeel over de opleiding als geheel wordt op dezelfde schaal gegeven.

Pagina 7 van 7 **Bijlage 2: panelsamenstelling**

- Prof. K. Roe Ph.D, active emeritus professor of Communication, KU Leuven University, Belgium (panel chair);
- Prof. H.D.Y. Van den Bulck Ph.D, professor of Communication Studies, Antwerp University, Belgium (panel member);
- T. Hanitzsch Ph.D, professor of Communications, Ludwig Maximilian University of Munich, Germany (panel member);
- R.C.A. Wink MA, student in the master's programme Dutch Discourse Studies, Leyden University, Netherlands (student member).

Het panel werd ondersteund door W. Vercouteren, secretaris (gecertificeerd).