

Master in Business Administration in Creative and Cultural Industries – MASTER DEGREE PROGRAM (2024)

Competency	Performance target	How Assessed	Where Assessed	When Assessed	Results	Improvements (Curriculum)
Direct Measures						
Theoretical knowledge	80%	1) Possession of in-depth knowledge of the theoretical aspects specific to the topic under analysis.	Thesis	Year 2, End of summer session, upon completion of studies	100%	Incorporation of required readings from recent scholarly publications to expose students to current debates. Case-based discussions that require students to apply theory to real situations.
Problem solving skills	80%	(1) Research methodology: presentation of the methodology, integration of the methodology in the paper, and formulation of the research objectives. (2) Presentation of the results obtained from the research.	Thesis	Year 2, End of summer session, upon completion of studies	100%	Compulsory scientific seminar focusing on academic research design and methodology and the alignment between research objectives and chosen methods. Organisation of business challenges and hackathon-style events where students collaborate with industry partners on genuine business problems. These interdisciplinary, real-world problem-solving sessions directly influence the research process and allow for personalized feedback from business professionals.
Communication skills	80%	1) Possession of the necessary communication skills to give a thorough oral presentation on a specific topic. 2) Writing the dissertation's thesis in accordance with academic and professional standards.	Thesis	Year 2, End of summer session, upon completion of studies	100%	Regular, detailed feedback to improve students' academic writing and oral presentation skills.
Assesment abilities	80%	Use of critical and constructive thinking to analyze and provide relevant information for the decision making process	Thesis	Year 2, End of summer session, upon completion of studies	100%	4.1 Development of digital reading materials to support critical evaluation of academic sources. 4.2 Workshops led by librarians and experts teach students how to identify and use reliable sources. 4.3 Access to: ScienceDirect Freedom Collection, ProQuest Central, Emerald 200 Management Xtra, SpringerLink Journals, Wiley Journals, Taylor & Francis Journals HSS, Sage Journals HSS, Oxford Journals HSS, IEEE/IEL, Nature Portofolio Journals, CEEOL, Clarivate Analytics, Scopus and eBooks from DeGruyter, Elsevier, Emerald, Sage, CABI, Wiley, IEEE, IGroup; 4.4 Access to: Euromonitor, Statista, CABI - Leisure & Tourism Cases, InCites Benchmarking & Analytics, SciVal. 4.5 Acces to: DataCamp and Financial Times.
Indirect measures						
Change Programme Name 2024 -> Creative MBA Adjust curriculum based on recommendations from AMBA & Business Council Adjust AOL/ILO system to improve Quality Assurance and allow AMBA accreditation						
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Competency	Performance target	How Assessed	Where Assessed	When Assessed	Results	Improvements
Direct Measures						

Implemented
Implemented

Implemented.
+
FABIZ Business Week
FABIZ Consulting Module
CFA Competition (1st price)
L'Oreal Competition

Ongoing
Increased use of moodle-platform for feedback

4.1 75% implemented
4.2 100% All freshmen get a presentation of online and offline scientific resources;
all students take a compulsory seminar in scientific writing.
4.3 Resources available, access granted to all BUES students
4.4 Resources available, acces granted to FABIZ students, platforms used in class

Theoretical knowledge	80%	1) Analyze, interpret, and evaluate core and advanced theories from the field, demonstrating critical understanding and the ability to integrate knowledge across subfields 2) Synthesize and critically evaluate theoretical perspectives to build a coherent and original conceptual framework aligned with the thesis topic	Thesis	Year 2, End of summer session, upon completion of studies	93,33%	Transfer to BBS	
Problem solving skills	80%	1) Formulate SMART research objectives, select and justify the use of advanced, appropriate methodological tools, aligned with the research problem. 2) Analyze and interpret results critically, aligning findings with research objectives and offering evidence-based, original insights	Thesis	Year 2, End of summer session, upon completion of studies	94,44%	Transfer to BBS	
Communication skills	80%	1) Organize, articulate, and deliver a coherent and structured oral presentation of the thesis, responding to questions clearly and effectively. 2) Compose, structure, and revise the written thesis using clear academic language and appropriate citation standards.	Thesis	Year 2, End of summer session, upon completion of studies	95,24%	Transfer to BBS	
Assesment abilities	80%	1) Critically evaluate academic literature and theoretical frameworks, identifying gaps, contradictions, and limitations relevant to the research topic 2) Reflect on the contribution of the research by integrating theoretical and empirical insights and formulating original, evidence-based conclusions.	Thesis	Year 2, End of summer session, upon completion of studies	91,11%	Transfer to BBS	
Indirect measures							
Application of Professional Competencies, dem	80%	Exit Survey (Field Employment)	After final e	Summer 2025	79% Currently employed	4.1 Increasing job and internship search	Academic year 2025/2026
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