

International Master in Business Administration – 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						
Application of Professional Competencies, dem	80%	Exit Survey (Field Employment Rates at graduation - students employed in fields corresponding or connected to area of specialization out of total no. of employed students)	After final e	Summer 2024	85% Currently employed 2% Entrepreneurs 2% Internships 10% Searching employment (3% searching for the first job) 2% No employment intention	Increasing job and internship search support. Availability of career coach each Friday on site.

Implemented
Implemented

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

Ongoing
Increased use of moodle-platform for feedback

4.1 100% 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

5.1 New internship plasement programme
5.2 Implemented

						Increase evaluation standards to avoid 100% meet&exceed	2025 Evaluation
<p>Change Programme Name to better reflect the content 2025 -> Business Strategies and Leadership Adjust curriculum based on recommendations from Business Council Adjust AOL/ILO system to improve Quality Assurance and allow double accreditation (AACSB, EFMD)</p>							
International Master in Business Administration – MASTER DEGREE PROGRAM (2025)							
Competency	Performance target	How Assessed	Where Assessed	When Assessed	Results	Improvements	
Direct Measures							
Mastery of Business Administration Knowledge	80%	1) Attain advanced knowledge in core areas of business administration, encompassing strategic management, financial management, delivering customer value and negotiations. 2) Gain an in-depth understanding of the impact of digital technologies in product design and on business operations. 3) Familiarise themselves with global and ethical considerations in business, comprehending the potential implications of decisions on stakeholders, communities, and broader society.	Thesis	Year 2, End of summer session, upon completion of studies	91,48%	Update curriculum content and course titles to reflect current global trends, technology, and strategic business practices. Integrate digital business databases and analytics platforms (e.g., ZF Corporate, Bloomberg) into coursework and case studies for a practical understanding of business transformation. Introduce new faculty members and guest lecturers with expertise in global business and digital innovation, to enrich student learning experiences. Embed ethical, sustainable, and globalization modules using real-world decision scenarios and stakeholder impact analyses.	Academic year 2025/2026
Management & Strategic Decision-Making Skills	80%	1) Assess and analyse current business challenges, discerning key data and using analytical prowess to craft, negotiate, decide on, and execute effective strategies for diverse global entities. 2) Lead, communicate with, and manage teams proficiently, utilising robust interpersonal capabilities and leveraging a profound understanding of large organisations.	Thesis	Year 2, End of summer session, upon completion of studies	92,59%	Expand experiential learning through simulations . Standardize rubrics and enhance assessment rigor for analytical business challenges and team leadership tasks. Encourage participation in international collaborative projects (BIPs, Study & business trips), to develop negotiation, communication, and team management skills in diverse, multicultural environments. Establish mentorship and coaching programs with alumni and business leaders, focusing on strategic decision-making and large-organization dynamics. Stress solutions from advanced business analytics and data science for solving complex strategic challenges.	Academic year 2025/2026
Entrepreneurial & Leadership Abilities	80%	1) Foster an adaptive, resilient, responsible and pioneering spirit, geared towards innovation, evolution, and robustness for a sustainable future. 2) Exemplify leadership attributes, motivating and influencing peers for a lifelong learning journey, hence resolving conflicts, and nurturing a productive professional environment.	Thesis	Year 2, End of summer session, upon completion of studies	95,37%	Invite external coaches and industry leaders to enhance motivational and influence techniques vital for lifelong learning and professional growth. Incorporate regular reflective practice and 360° feedback in both curricular and praxis components, focusing on adaptability, resilience, and ethical leadership expectations.	Academic year 2025/2026

Indirect measures							
Application of Professional Competencies, dem	80%	Exit Survey (Field Employment Rates at graduation - students employed in fields corresponding or connected to area of specialization out of total no. of employed	After final e	Summer 2025	85% Currently employed 5% Entrepreneurs 10% Searching employment (8% searching for the first job)	Increasing job and internship search support. Maintaining availability of career coach on site. Organising career orientation workshops with alumni and corporate involvement.	Academic year 2025/2026

Old (IMBA)

Human resources management
 Business Digital Transformation
 Business accounting
 Innovation management
 Business informatics

Strategic management
 Financial accounting
 International business
 Online business administration models
 Contract law

Design thinking
 Business analysis
 Research methods for
 Risk management

Negotiation techniques for business
 Scientific seminar -
 Ethics and Academic Integrity
 Internship
 Dissertation thesis writing

New (Business Strategies and Leadership)

Leadership & Organisational culture
 Technology & Operations Management
 Management Accounting
 Global Entrepreneurship
 Business Intelligence

Global Business Strategies
Financial Management
International business and sustainable development
Business Model Innovation
Contract law

Design Thinking and Innovation
Delivering Customer Value
Data Science for Business
Risk Management and Corporate Governance

Business negotiations
Scientific seminar - Business strategies & Leadership

Internship