

Master in Entrepreneurship – MASTER DEGREE PROGRAM (2024)						
Competency	Performance target	How Assessed	Where Assessed	When Assessed	Results	Improvements (Curriculum)
<b>Direct Measures</b>						
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 Portfolio 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 Access to: DataCamp and Financial Times.
<b>Indirect measures</b>						
Application of Professional Competencies, dem	80%	Exit Survey (Field Employment Rates at graduation - students employed in fields corresponding or connected to	After final e	Summer 2024	50% Currently employed 50% Entrepreneurs*	Increasing job and internship search support orinetnet towards entrepreneurial businesses. Meetings with potential business angels.
						Increase evaluation standards to avoid 100% meet&exceed 2025 Evaluation

\* limited relevance, <20% of cohort participated to survey

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Competency	Performance target	How Assessed	Where Assessed	When Assessed	Results	Improvements
<b>Direct Measures</b>						
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	89,29%	Expand digital access to analytical databases (ZF Corporate, Bloomberg) to study startup ecosystems, market disruptions, and digital business transformations, applying theoretical models to real entrepreneurial data. Embed discussions and cases on economic transitions (e.g., from centralized to liberalized markets) to understand institutional change, opportunity creation, and entrepreneurship under uncertainty.
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	94,64%	Develop structured one-on-one mentorship with entrepreneurs and alumni, connecting research and entrepreneurial practice through venture diagnostics and business model refinement. Continue and expand business simulations (TopSim) where students experience venture creation, financing, and scaling under uncertainty, supporting adaptive strategic thinking.
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	91,84%	Refine rubrics for thesis evaluation—both oral and written—emphasizing innovation, methodological rigor, practical relevance, and professional communication standards. Expand participation in student scientific communication sessions to allow presentation and peer critique in a supportive academic context. Promote international collaborative projects (BIP) where students co-develop ventures in multinational teams, enhancing cross-border communication and negotiation skills
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	93,45%	Integrate analytical decision labs where students evaluate competing business strategies, identify market assumptions, and justify chosen entrepreneurial paths using evidence. Promote social impact projects (e.g., AFF Green Challenge, FABIZ Student Club Christmas Fair) that connect entrepreneurship to sustainability, ethics, and community engagement. Collaborate with SAS and business accelerators to refine experiential learning modules where students design, justify, and assess innovative solutions under uncertainty.

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 2025	75% Currently employed 25% Entrepreneurs*	4.1 Strenghtening the cooperation with SAS. 4.2 Maintaining availability of career coach on site. 4.3 Organising coaching sessions with entrepreneurial alumni involvement.	Academic year 2025/2026
* limited relevance, <20% of cohort participated to survey							