

Master in Digital Business and Innovation – 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 area of specialization out of	After final e	Summer 2024	79% Currently employed 10% Entrepreneurs 3% Internships 7% Searching employment	5.1 New internship placement programme 5.2 Implemented
						Increase evaluation standards to avoid 100% meet&exceed 2025 Evaluation

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Direct Measures						
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	91,11%	Digital access to new databases (ZF Corporate, Bloomberg) to analyze theoretical implications of business transformations and apply conceptual models to real data. Embed case discussions related to societal transitions (from Communistic Totalitarianism to Liberal Democracy) to enhance contextual understanding of theory in applied social and economic frameworks.
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	100%	Offer mentorship programs with alumni and professionals (one-on-one) to apply research and analytical thinking to real-world organizational settings. Continue business simulations.
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	100%	Standardize assessment rubrics for both oral and written thesis components, emphasizing structure, clarity, coherence, and academic style. Expand participation in student scientific communication sessions to allow presentation and peer critique in a supportive academic context. Promote international collaborative projects (BIPs) involving intercultural communication, enhancing global articulation and listening 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	96,30%	Encourage case-based decision analysis exercises where students evaluate competing arguments, identify biases, and support conclusions with evidence. Promote social impact projects (e.g., AFF Green Challenge, FABIZ Student Club Christmas Fair) requiring reflective evaluation of outcomes and stakeholder implications. 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	NA	<p>4.1 Increasing job and internship search support.</p> <p>4.2 Maintaining availability of career coach on site.</p> <p>4.3 Organising career orientation workshops with alumni and corporate involvement.</p>	Academic year 2025/2026
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