

Master in Entrepreneurship and Business Administration, French – 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, Financial Times and Ziarul Financiar. |
| Indirect measures | | | | | | |
| 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 | 100% Currently employed* | Increasing job and internship search support. Availability of career coach each Friday on site. |
| | | | | | | Increase evaluation standards to avoid 100% meet&exceed 2025 Evaluation |

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

Master in Entrepreneurship and Business Administration, French – MASTER DEGREE PROGRAM (2025)

| Competency | Performance target | How Assessed | Where Assessed | When Assessed | Results | Improvements | |
|--------------------------|--------------------|---|----------------|---|---------|---|-------------------------|
| 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 | 92.50% | 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. | Academic year 2025/2026 |
| 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 | 96.88% | Offer mentorship programs with alumni and professionals (one-on-one) to apply research and analytical thinking to real-world organizational settings. Continue business simulations. | Academic year 2025/2026 |
| 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 | 97.77% | 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 in French and other working languages, enhancing global articulation and listening skills. | Academic year 2025/2026 |
| 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 | 96.35% | 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. | 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 students) | After final e | Summer 2025 | 68% Currently employed 5% Entrepreneurs 10% Searching employment (5% searching for the first job) 16% No employment intention | 4.1 Increasing job and internship search support. 4.2 Maintaining availability of career coach on site. 4.3 Organising career orientation workshops with alumni and corporate involvement. | Academic year 2025/2026 |
|---|-----|---|---------------|-------------|--|--|-------------------------|