

THE EEG - PART 1

INTRODUCTION

2024



Winter Graduation 12th February 2024, Apeldoorn Municipal Theatre Orpheus

31 October 2024

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INTRODUCTION

WELCOME TO WITTENBORG UNIVERSITY OF APPLIED SCIENCES!

A warm welcome to all our new and returning current students from around the world at our main Apeldoorn Campus and our locations in Amsterdam and Munich! Whichever programme you are studying or starting, one of the pathways and specialisations of the Bachelor of Business Administration, an MBA - Master of Business Administration specialisation, or one of the Master of Science MBM programmes, we want to empower you to get the very most out of your studies.

Given the 6 starts (block entries) every year for our programmes, some of you will be reading this at the start entries of September, October, and December; however, some of you will only have started in February, April or even May. This dynamic approach to education will make your experience a 'real life experience', with students entering and leaving a phase at different times – just as in the real world of work. If you are returning to your studies with us or have just started your degree, you will be experiencing a unique blend of international higher education, and you will be challenged with a double-accredited, intensive, and rewarding experience.

LEARNING & TEACHING AT WITTENBORG

YEAR PLANNING

Wittenborg has shifted from the traditional academic year, which started in September, to a new calendar-year format. This change doesn't affect the actual program planning, which remains consistent. Instead, it reflects our continuous intake structure, allowing students to begin in any block and to identify fully with the year they start and graduate.

The next academic year at Wittenborg officially begins in February 2025. Additionally, the six teaching blocks have been renamed to reflect their starting month (instead of being numbered). For instance, following the summer break, we now begin with "Block September."

TECHNOLOGY KEEPS EVOLVING EDUCATION

In recent years, Wittenborg has developed a teaching and learning approach that fully integrates educational technology. Our Virtual Learning Environment (VLE), Moodle (www.wittenborg-online.com), provides students with access to all course materials online. Combined with MS Office365 and MS Teams, this setup enables students to participate in Wittenborg's programs from anywhere in the world, while our faculty can teach remotely from any location.

Wittenborg has also expanded its online resources by investing in access to extensive journal databases. Nearly all curriculum literature is now available digitally, including downloadable e-books, journals, and research papers.

75% ATTENDANCE FOR ALL PROGRAMMES

Students can expect a full classroom learning and teaching experience once more. After evaluating the achievements of students based on attendance rates, and in line with international research on the link of attendance in higher education and student achievement, health, and well-being, it has been decided to re-introduce the 75% attendance requirement for all degree programmes.

EXAMINATIONS & ASSESSMENTS – TYPE 1 & 2 EXAMS – BACK IN SCHOOL AND AI

Type 1 exams are paper based examinations taken in school under normal invigilation. During the Covid years these exams have been held online. All Type 1 exams for Bachelor and Master are now held in school under examination conditions as described in this EEG.

Also, due to the rapid expansion of Artificial Intelligence tools, Wittenborg has introduced new hybrid types of assignment, where all paper-based work is also tested through presentation, interview or oral defence.

At the same time, students will be taught and encouraged to use AI tools to improve their learning and information gathering, whilst understanding the dangers of using the tools, both from a perspective of quality, however also from that of the threat to their own academic integrity.

MULTI-DISCIPLINARY (PHASE) EXIT EXAMS (MEEs)

Wittenborg sees its assessment and examination structure as robust, however, we would like to take its Assurance of Learning (AoL) one step further.

In order to give future employers confidence that you have the knowledge that your programme says it has 'on the box', we have decided to implement 'Multi-Disciplinary (Phase) Exit Exams' for all students in all degree programmes at different stages (Bachelor at the end of Phase 1, 2 & 3 and Master after Semester 2 completed).

These exams:

- require no specific pre-learning, as they are testing knowledge already tested;
- are mandatory for all students;
- do not lead directly to credits but are a pre-requisite for progression;
- will test your current level of knowledge based on your programme;
- have to be completed, but the score is not relevant to progression;
- will lead to improved CV, confidence, and EMPLOYABILITY

Multi-Disciplinary (Phase) Exit Exams will only apply to ALL new students starting their studies from Block September in 2022.

THEME OF 2024 - 'NO POVERTY'

In the past years, Wittenborg introduced the concept of a theme for each academic year. In 2024, the Theme for the Academic Year has been 'No Poverty' which is also a Strategic Development Goal of the United Nations (SDG #3). In the coming months Wittenborg will pay special attention to the theme as it features in the last blocks of the year.

The theme is a recurring discussion point within Wittenborg, especially during the Student and Staff representation day, held every year in the February Block (in Project week). This year, students and staff have voted for SDG#4 Quality Education to be the theme of 2025.

'Quality Education' will be a key theme during the special project week of Block December, where bachelor students (and master students who wish to join), spend a multidisciplinary action-packed week together.

At the same time, throughout the 2024 academic year, Wittenborg has asked its faculty to touch upon the theme 'No Poverty' in every module they teach, highlighting an aspect linking the subject and the theme. This approach, developing a theme throughout the curriculum at undergraduate and postgraduate level brings a unique aspect to the business school's programmes. In 2025, 'Quality Education' will be reflected in the teaching and learning at Wittenborg.

THE FACULTY CHALLENGE 2024 - MISSION & VALUES

In 2024, every Wittenborg faculty member has again been asked to consider how they have linked every module they teach to Wittenborg's Mission through the school's Values:

- Internationalisation
- Diversity
- Ethics

Wittenborg's curriculum management team and news team will instigate a 'pull-reporting system', through interviews, mini-questionnaires and other methods, in order to highlight how Wittenborg's Mission and Values are being implemented throughout the modules in the BBA, MBA and MBM degree programmes, at all locations.

To make this a success we ask all our students to actively help and participate in making sure that our values are central to our teaching and learning.



**BETTER YOURSELF,
BETTER OUR WORLD**



WITTENBORG
University of Applied Sciences

values

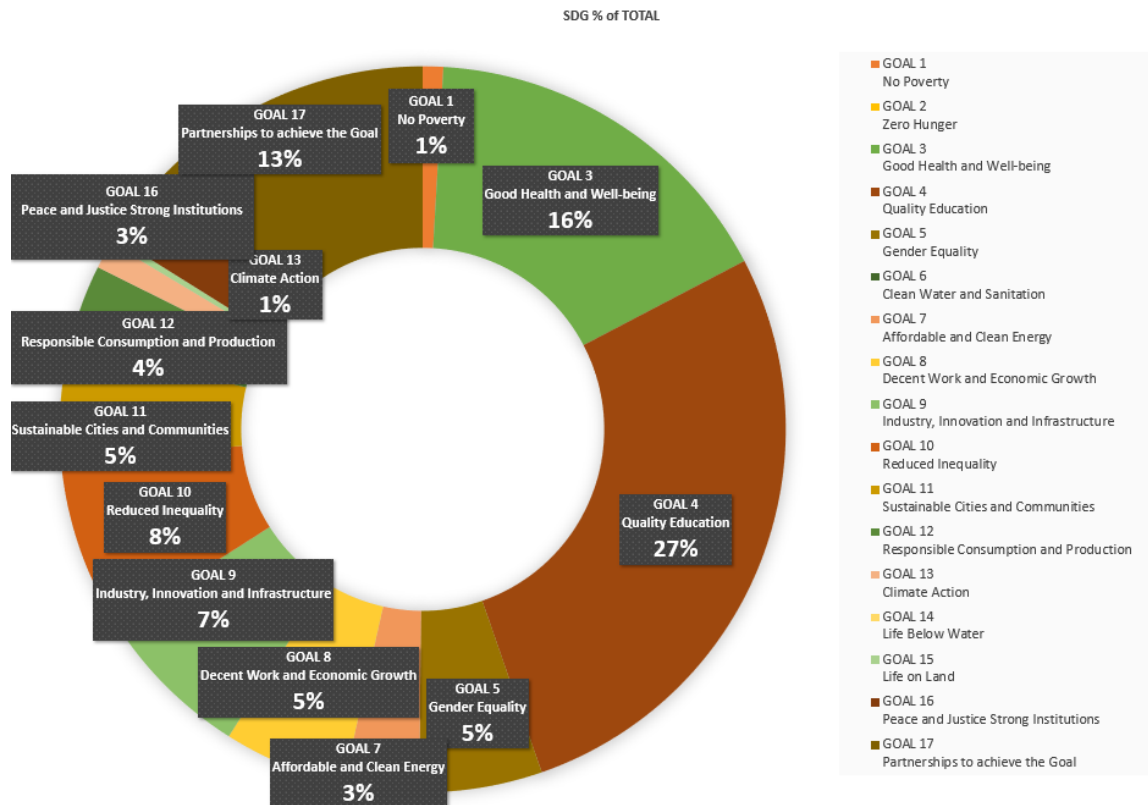
Diversity

Ethics

Internationalisation

SOCIETAL IMPACT: SUSTAINABLE DEVELOPMENT GOALS

For an international business school such as Wittenborg, with such a global mix of students, faculty and professional staff, the United Nations' 17 Global Sustainable Development Goals (SDGs) will play an important part in underpinning the school's mission, its values, and its future development. Wittenborg publishes a news article about its activities on its website and in news distributed to students, faculty and professional staff every 2 days, and the chart below shows the coverage of the United National Sustainable Goals in relation to Wittenborg' activities. News is published on Facebook, LinkedIn as well as internal and external websites.



In 2024 Wittenborg will define which SDGs, as a business school, it aims to use in the coming years, to make regional, national, or even international societal impact. However, at the same time, Wittenborg also expects its students to graduate having learned about and developed an understanding of the SDGs, and possibly having considered how and why they will contribute to making impact in specific areas in their lives. For this reason, all Wittenborg faculty have been asked to link every module they teach to one or more of the Sustainable Development Goals, helping students become aware of the SDGs, through inventive and interesting inclusion in lessons, or tasks given to students.

Wittenborg will instigate a continuous feedback system to make news about this cross-discipline and multi-layered approach to its learning and teaching. We again ask all our students to actively help and participate.

OUR MISSION STATEMENT

“Better yourself, better our world”

OUR VISION - To become a recognised university of applied sciences with an international, innovative approach to higher education, creating life-changing opportunities and to advance the development and dissemination of knowledge in partnerships with the (business) community.

OUR MISSION - Contributing to society in Apeldoorn & the region by promoting excellence in teaching and learning in international business and management, as well as by creating the best environment for students and staff, where internationalisation, diversity and ethics are setting the premises for successfully applied, research-informed global learning.

INTERNATIONALISATION – DIVERSITY - ETHICS

Wittenborg University of Applied Sciences sees its role as the education and training of highly qualified, internationally minded, socially responsible and intercultural, critical and independently thinking graduates, who engage in innovative and creative business in companies and organisations around the world, either working for others or in the instigation of business and entrepreneurship. **Wittenborg embraces internationalisation as a key value.**

To achieve this, Wittenborg engages in close dialogue with industry, government and NGOs. Wittenborg strives to bring expertise, knowledge and diversity to the local region in which it operates, thereby enhancing the economy, culture and social environment around the institute.

Wittenborg’s outlook is global and it aims to maintain its independent status whilst being one of the most international and diverse higher education institutions in the Netherlands. Wittenborg promotes total equality of students and staff, of cultures and genders, and people with disabilities within the institute. Wittenborg promotes a working environment that is fair and emphasises respect between and within its student and staff body. **Wittenborg embraces diversity as a key value.**

The practical applied sciences that are engaged within Wittenborg’s programmes enable the institution to maintain up-to-date content within a diverse range of management-orientated disciplines and implement curriculum to the highest modern education standards. As a university of applied sciences, Wittenborg sees as important an interdisciplinary approach to higher education, which is reflected in the cross-disciplinary, broad management programmes that allow students to develop their knowledge, skills and development through applied research in a manner that is not subject constrictive. Our Wittenborg motto expresses the commitment to offer higher education where students and staff understand that ethics play a central role in their every decision. Guided by well-established ethical and moral standards, such as honesty and integrity, unified we strive for a better tomorrow: Better Yourself, Better Our World. **Wittenborg embraces ethics as a key value.**

BE PART OF WITTENBORG!

There are many opportunities to be part of Wittenborg, and we invite you to take an active part in life within the school during your studies with us.

WITTENBORG NEWS

The Wittenborg University of Applied Sciences Press (WUP) team is always on the lookout for budding writers who would like to contribute interesting articles or papers to Wittenborg's News pages on the website and on Wittenborg Online. We publish news regularly during the week, and WUP also publishes papers and books.

Interested? Contact the editors at news@wittenborg.eu

THE STUDENT REPRESENTATIVES

The 'Student Reps' is the body of students who have direct talks with the directors about everything concerning life at Wittenborg University of Applied Sciences. Student Reps are involved in the evaluation of education, teaching staff, support services and staff, and are an invaluable resource for the institute. Normally, 2 students per bachelor's phase, prep year/pre-master's and master's programmes are invited to become members of the Student Reps. Elections will be held for the Student Reps during Block 3.

Interested? Please send an email to studentreps@wittenborg.eu

REPRESENTATION CONFERENCE DAY

A conference day is arranged annually for everyone (Students, Faculty & Professional Staff) at Wittenborg, during which all the meetings take place of the various representative groups, both staff and students, allowing greater representation and a more transparent process. The Representation Conference Day will be arranged in Block February (during the Bachelor Project Week, see Year Planning for details).

THE PROGRAMME COMMITTEES

Want to make an impact on your own study programme development? Each bachelor's and master's degree programme has its own student & faculty committee: 'The Programme Committee'. Members include both students and faculty, and the committee reviews its programme and submits recommendations to management.

Interested? Contact your Process Tutor or Study Advisor.

THE STUDENT ASSOCIATION -SWIFT

We are pleased to announce the holding of elections for the Student Association, (SWIFT), annually. Once the committee is in place, a budget is allocated to support SWIFT in organising social and cultural events throughout the year. Watch out for the start of nominations, which usually takes place in the month of November, in time for the election in the week before the Christmas break, held together with the Student Reps elections!

GOOD LUCK!



(Above: Bachelor & Master Graduation. At the Orpheus Theatre Apeldoorn)

That leaves me and our wonderful team at Wittenborg only to wish you all an enjoyable and productive study time with us!

Good luck with your studies!

Peter Birdsall, MA.Ed

Director of Education

President & Chair of the Wittenborg University of Applied Sciences Board

31 October 2024