

## QUALITY ASSURANCE DECISION

The governing body of ODISEE decides that

### THE PROFESSIONAL BACHELOR OF BUSINESS MANAGEMENT WITH A MAJOR IN MARKETING

realizes high-quality education at an international and socially relevant level.

*The governing body reaches this decision based on the external reflection conducted on May 8 and 9, 2017, in collaboration with the EQAR-certified organization VLUHR KZ. This external reflection focuses on the program Business Management as a whole, not specifically on one major.*

*The report of the external reflection, including the endorsement of strengths and attention to areas for improvement (internally and externally published), is an integral part of this decision.*

[https://www.odisee.be/sites/default/files/public/2023-06/Report\\_External\\_Reflection\\_BBM.pdf](https://www.odisee.be/sites/default/files/public/2023-06/Report_External_Reflection_BBM.pdf)

*ODISEE makes this decision in accordance with the Higher Education Code, specifically Articles II.122 and 11.107/1, and based on its own responsibility for ensuring the quality assurance of its programs.*

This decision is valid until the end of the academic year 2022-2023, and renewed for the Dutch-taught majors.

The governing body decides, based on alarming satisfaction scores in the student survey ([2021-22](#)), that an appropriate improvement trajectory for the English-taught variant of the Bachelor of Business Management (major in Marketing) is necessary. To achieve this, the program has been following its own quality cycle as an independent program since the academic year 2022-2023. In the academic year 2023-2024, an external committee will be convened to review and renew the quality assurance decision.



Taken in Dilbeek

June 29, 2023

Ann Demeulemeester, chair