

MINUTES 147TH FC MEETING – 6 MAY 2013

Attendees

FC Members	Guests	MT	Official Secretary
Juup Essers		Steef van de Velde	Joy Kearney
Jan Sirks			
Marlies Koolhaas			
Thomas Eichentopf			
Sharmayne Scheiderberg			
Pascal Redaoui			
Niall Deasy			
Jelle de Vries			

1. Opening

Juup opens the 147th FC meeting at 9.30 am.

2. Agenda

There are no further points to be added to the agenda.

3. Minutes

The minutes are approved without further remarks or amendments.

4. Announcements

There are no announcements or questions.

5. PACs

The board does not want to introduce PACs, as proposed by the FC, because they would be completely independent. To solve that, it might be an option to permit one PC to judge on planned programmes that would be submitted through the PACs. A couple of programmes risk to be discontinued, which makes it even more important to have a good representation. It is more important to have good representation in an PC, more than just one representative, which would possibly only be a student representative.

6. Strategy Presentation & Master Portfolio

The strategy for the future of the Master portfolio has to be analyzed. For that reason, all academic directors have been asked by the FC to reevaluate the current Master portfolio. Additionally, the student evaluations are being reviewed. Some Master programmes are shrinking in size and if nothing improves in the next two or three years, there might be the risk that some programmes are cancelled. In 2015 there will be a decision made on which programmes will be discontinued, because it is important that the portfolio is attractive to the outside world. The review of the Master portfolio is part of the strategic review process. Steef states that internationalization is a challenge and it is hard to tackle at a university wide level. Other schools are losing money, but RSM is the only one who is not.

Steef explains that the top tier global business schools are characterized by major funding, high student quality and reputations built up over many years. RSM has to search for new ways of funding, because the government funding is declining. Therefore, several initiatives have been defined. One of these is that RSM wants to have 30% of the students to be non-RSM students. Additionally, the RSM wants the MSc. Finance & Investments to become an elite Master programme within two years. There must be focused on the core strengths in MSc, the MBA

programme and the Executive Education should be improved, and the corporate and alumni relations should be strengthened. Especially the HR management programme should be reconsidered critically because it is shrinking in size. The board is thinking about a new approach to improve the post-experience programmes. HRM will not be cancelled as a programme, because as a business school you have to have one. Global business and stakeholder management has changed name several times, but it has still not improved. Master programmes that perform well will be kept for sure. The FC asks what impact the cancellation of a master programme is on students who have that diploma, but it is unknown what the effect exactly is. Another Master programme that is not running smoothly is MSc ChEB. The programme is a joint programme with Leiden, but students who studied Chinese have problems with business and the vice versa. Overall, sustainability and critically thinking are the major characteristics that should be promoted in all RSM programmes. Because of the matrix situation the RSM has, meaning that income depends on the number of students per programme, departments have to think themselves how to generate income.

The new strategy regarding the Master programmes is tied in with the Master redesign and the quality assurance of what people can expect from the quality of the master thesis. The FC questions how the position as top programme and the enforcement to pass as many students as possible in a nominal time frame is balanced. Steef refers to the Bologna agreement that changed the landscape considerably. The increase of international students is already realized, but affordability and high rankings not. The honours programme in Finance is segmented, because the market should first be tested whether there is demand for such a programme or not.

The FC states that the Minister of Education has tied universities to one year programmes, whereas the university would actually prefer 1.5-year programmes. Having one year programmes instead of 1.5-year programmes impacts the quality of the programme. The board does not agree on this point, because the trick is rather to have the programmes designed very well. The pressure is higher and students have to work much harder, but you do not have to give in on quality. Actually, the school has no choice in this point of discussion, because programmes have to be funded and the school cannot do it itself. In order to keep the programmes viable in the future, one year master programmes should be offered with an increased pressure on the curriculum. Steef states that one-year programmes actually give us the competitive edge.

Rebranding the sustainability programme is necessary to make it a key programme. Additionally, there is an increasing trend to be seen over the years in the number of non-EEA students who pay higher college fees. Maybe it is wise to develop a scholarship system for these non-EEA students. In the next two weeks, Steef will be presenting the strategic plan of the RSM to the FC. The FC remarks that it is important to also give the programmes itself an active say in their own future given the possible changes.

7. Any other business

The FC thinks it is hard to communicate with Eric Waarts. In the next two weeks there will be talks with the academic directors. There is a split in the School between the Master programmes at present. Rebranding and focusing on one brand is in contrast to the possible merger. In case of mergers, it seems best to merge Master programmes that are attached to the same departments. Lastly, Juup remarks that there is a contingent needed of non-RSM students.

8. Closure

Juup closes the meeting at 11:30 am.

Next FC meeting 6 June 2013 at 11.30 am in T06-49.