ROTTERDAM SCHOOL OF MANAGEMENT
ERASMUS UNIVERSITY

MINUTES MSc PC – 25 JANUARY 2018

Mandeville, T03-42, 13.00 – 15.00 hours

Present
MS: Maciej Szymanowski (chair, MM)
SB: Sigrid Batenburg-Mudde (PM, minutes)
GH: Gabi Helfert (PM)
LS: Lisa Schulze Egberding (SCM)
FD: Felix Dressel (MM)
DA: Denise Althaus (HRM)
DT: Dimitrios Tsekouras (BIM)
MSp: Marijke Speelberg (GBS)
RE: Reinoud van Eerden (SM)
IB: Isabel Bienert (BIM)
SZ: Solomon Zori (AFM)
AS: Ad Scheepers
BK: Bas Koene (OCC)
GN: Gerald Nuha (FI)
MK: Myles Kuhns (MI)
WH: Wim Hulsink (SE)

Absent
RK: Roelof Kuik (SCM)
FW: Frank Wijen (SM)
BT: Ben Tims (FI)
DD: Dirk Deichmann (MI)
CB: Caolán Broderick (OCC)
GB: Guido Berens (GBS)
MSh: Meir Shemla (HRM)
AC: Ata Choudhry (AFM)

1. Opening and announcements
The chair welcomes everybody present. He thanks everybody for their hard work on the accreditation reports. He is still waiting for a number of student evaluation reports. He received four and needs eleven.

FD (student MM) says he did not receive anything from the National Student Enquête. GH (PM) explains that EUR central is aware of the problem. Hopefully they will be able to fix this issue.

2. Approval of minutes from MSc PC Meeting 19 December 2018
There are no comments on the minutes and herewith the minutes are approved.

GN (student FI) tells that measures are taken by EUR Central to provide students with more study spaces and also Polak will be reopened in March again. So GN (student FI) suggests that the subcommittee can be dissolved. The committee agrees.

3. New premium programme Business Analytics
The business case as presented to the Executive Board and the Faculty Council was sent last week. After it has been discussed in the Faculty Council a few changes have been made in the document. Therefore SB (PM) printed up to date copies of the document and this is handed out.

GH (PM) explains about the proposal, who is involved and what is the purpose of it.
It will be a 16-month programme with 90 ECTS. They search for strong quantitative and analytical affinity (e.g. economics and econometrics, business and engineering graduates). The programme will run as a track under the MScBA umbrella. In this way a separate accreditation is not needed.
Students can choose between three specialisations and receive a specialisation certificate when they follow two out of three electives in that specific track. We aim for a division of 30 students per track.
We aim for 90 students and start in Academic Year 2019 - 2020. Because of that we need to start preparing marketing material in March 2018 already so the admission criteria need to be set by then.

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Candidates who do not have any or feel that they do not have enough experience with coding can take an online module before the start of the programme.

The Faculty Council has the right of advice on this proposal and was positive about the proposal under the condition that admission criteria are defined more clearly. Programme Management worked on this with the admissions office and these changes can be found in the proposal that was just handed out.

The Programme Committee is asked for consent. GH (PM) would like to know the thoughts of the Programme Committee about the proposal.

The Programme Committee has questions about the admission criteria. A GMAT of 650 and higher and a quantitative score of 46 or higher (out of 60) is required. By asking for a GMAT score only you attract some sort of students. How can you judge the soft skills with only a GMAT? GH explains that interviews were considered, but do not have sufficient predictive validity. She also states that for all RSM masters, students are required to state their motivation to apply for the programme, and that these motivations are reviewed by the admissions team.
Some PC members think that only testing academic performance gives a message to the outside world that clashes with our mission statement (force for positive change). GH (PM) disagrees as she thinks that we as educators have to make sure that our students leave RSM with the right mind-set, but not select them at the door.
WH thinks that we need to find out if candidates have affinity with business. GH counters that the GMAT (Graduate Management Admission Test) is a test that is used by business schools throughout the world. It is specifically aimed at selecting business students, as it also considers other factors than only quantitative affinity.

The committee believes that it would be worth reviewing admission criteria for all master programmes. The idea to create a subcommittee on admission criteria is briefly discussed. GH (PM) suggests that someone from the admission team should be included as they have a lot of knowledge and experience. Instead of creating a sub-committee, the programme committee decides to put the admissions process on the agenda for next meeting and invite Arnoud Monster and Amy Jansen-Brennan, both from Recruitment & Admissions.

FD has a question regarding the effects of the new programme on the existing master programmes. Will they expect a cannibalisation effect? GH explains that the cap in Business Information Management (BIM) due to capacity restrictions in the department will be reduced by 30 students, which is the number of students that are expected to join the BIM track in the Business Analytics master. GH believes that the programme, due to its specialisation in the quantitative and analytical area, as well as heightened admission requirements, will attract a different type of student than the regular MSc programmes in MM, BIM, SCM, AFM, and FI.

How will it be ensured that the division of 30 students per track will actually happen? GH states that this still has to be decided. One way is to let students state their preference in the application. BK (faculty OCC) thinks that is another reason to have a motivation letter together with the GMAT score.

What is the organizational perspective? Who will do this and will there be new staff? We are on the lookout for an Academic Director. We hope that a person will be appointed in the next two to three weeks. This person will take over the Academic Leadership. Some departments have already been hiring additional people, specialists for this programme, others are still recruiting, and external experts might also teach in the programme, similar to Finance & Investments Advanced.

WH asks whether Programme Management expects problems with competition, especially ESE, as they have a similar programme? GH explains that the programme at ESE is very much focused on econometric analytics, not business analytics. The RSM programme is taught by domain experts in marketing, finance, accounting, and supply chain management, not by statisticians or mathematicians, which is why the

programmes can't be compared. The market both in terms of interest among students and in terms of the labour market is strong enough both programmes.

A vote takes place. The consent is unanimous with the following recommendations:
- Have another look at the admission requirements, the PC wishes broader admission criteria
- How to ensure the ambitions of the programme to have balanced the tracks

MS (chair) will write a letter of consent on Friday 26 January 2018 and circulate it for feedback by Tuesday 30 January 2018.

4. Discussion on Code of Order
Voices were raised to look at the Code of Order.

Suggested is to add a mechanism about transition between students of the current and the new cohort. MSp (student GBS) tells that her subcommittee suggests to write a transition recap that can be passed over by for example Programme Management. Perhaps one of the current students can give his/her email address so new members can reach out.

Also suggested is to add a training for the student members in the code of order.

MS (chair) thinks that we could gain more if we actually do something with discussions and channel ideas. We now run into things and start discussions on it.
Suggested is to give an introduction on a topic, do a short round the table, and see what items need to be discussed about that topic.

It would be nice to have an update from the subcommittees on the agenda. MS thinks every subcommittee has something they want to outsource and he would like to have resources so the Programme Committee can hire a student assistant.

If someone has other suggestions please forward them to the chair.

5. Discussion on TER
Due to lack of time this agenda item is postponed to next meeting.

6. How can the PC or the PAC's increase the response in student evaluations of teaching?
Due to lack of time this agenda item is postponed to next meeting.

7. Action points and closing
The following action points are noted:
1) MS (chair) will write letter of consent about Business Analytics proposal with concerns mentioned
2) SB (PM) invites Arnoud Monster and Amy Jansen-Brennan for next meeting to talk about admission requirements in general.

MSp (students GBS) would like to know from the student members how they think the evaluation process is going and how they think the response rate can be increased. This will be on the agenda next time and she asks student members to think about it.

Next meetings:

27-02-2018, 13.00 hrs	22-05-2018, 13.00 hrs
27-03-2018, 13.00 hrs	21-06-2018, 10.00 hrs
26-04-2018, 14.00 hrs	