

# THE EEG - PART 1 INTRODUCTION

# 2025



Winter Graduation 12<sup>th</sup> February 2024, Apeldoorn Municipal Theatre Orpheus

**31 August 2025**

## CONTENTS

Introduction .....	3
Welcome to Wittenborg University of Applied Sciences!.....	3
Learning & Teaching at Wittenborg .....	3
Year Planning .....	3
The next so-called 'academic year' at Wittenborg officially starts in February 2026. Moreover, the six teaching blocks have been renamed to indicate their starting month rather than being numbered. For example, after the summer break, we now commence with "Block September." .....	3
Technology Keeps Evolving Education.....	3
75% attendance for all programmes.....	4
Examinations & Assessments – Type 1 & 2 Exams – Paper-Based, Digital and Artificial Intelligence .....	4
Multi-Disciplinary (PHASE) Exit Exams (MEEs) .....	4
Theme of 2025 - 'Quality Education' – in 2026 'Gender Equality' .....	5
The Faculty Challenge 2025-2026 - Mission & Values .....	5
Societal impact: Sustainable Development Goals .....	6
Our Mission Statement.....	7
Internationalisation – Diversity - Ethics .....	8
Be Part of Wittenborg!.....	9
Wittenborg News .....	9
The Student Representatives.....	9
Representation Conference Day .....	9
The Programme Committees .....	9
The Student Association -SWIFT .....	9
Good Luck! .....	10

## INTRODUCTION

### WELCOME TO WITTENBORG UNIVERSITY OF APPLIED SCIENCES!

A warm welcome to all our new and returning students from around the world at our main Apeldoorn Campus and our locations in Amsterdam and Munich! Whichever programme you are studying or starting—be it 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 support you in getting the very most out of your studies.

Given the six start dates (block entries) each year for our programmes, some of you will be beginning in September, October, and December; however, others may start in February, April, or even May. This flexible approach to education will give you a 'real life experience,' with students entering and leaving phases at different times – just like in the real world of work. Whether you are returning to your studies with us or have just started your degree, you will encounter a unique blend of international higher education and be challenged by a double-accredited, intensive, yet rewarding experience.

## LEARNING & TEACHING AT WITTENBORG

### YEAR PLANNING

Wittenborg has transitioned from the traditional academic year, which started in September, to a new calendar-year system. This change does not impact the actual programme planning, which stays consistent. Instead, it reflects our ongoing intake structure, enabling students to begin in any intake period and fully associate with the year they start and graduate.

The next so-called 'academic year' at Wittenborg officially starts in February 2026. Moreover, the six teaching blocks have been renamed to indicate their starting month rather than being numbered. For example, after the summer break, we now commence 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](http://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 broadened its online resources by investing in access to extensive journal databases. All curriculum literature is now accessible digitally, including downloadable e-books, journals, and research papers.

## **75% ATTENDANCE FOR ALL PROGRAMMES**

Students can once again expect a full classroom learning and teaching experience. After assessing students' achievement through attendance rates and considering international research on the connection between attendance in higher education and student achievement, health, and well-being, it was decided in 2023 to reintroduce the 75% attendance requirement for all degree programmes, and this has shown an improvement in student results overall.

## **EXAMINATIONS & ASSESSMENTS – TYPE 1 & 2 EXAMS – PAPER-BASED, DIGITAL AND ARTIFICIAL INTELLIGENCE**

Type 1 exams are written assessments conducted in schools under normal supervision; however, starting from September 2025 and continuing through 2026, online secure evaluations in Moodle will be tested for validity and ease of operation, and during 2026, will be fully introduced.

Additionally, due to the rapid growth of Artificial Intelligence tools, Wittenborg has introduced new hybrid types of assignments, where all written work is also assessed through presentation, interview, or oral defence.

Artificial intelligence will continue to dominate discussions about learning and assessment. Students will be instructed and motivated to utilise AI tools to improve their learning and research efforts, while also understanding the potential risks related to quality and the impact on their academic honesty.

## **MULTI-DISCIPLINARY (PHASE) EXIT EXAMS (MEEs)**

Wittenborg considers its assessment and examination structure to be robust; however, we aim to enhance its Assurance of Learning (AoL) further.

To ensure future employers trust that your programme delivers the knowledge stated 'on the box', we have decided to introduce 'Multi-Disciplinary (Phase) Exit Exams' for all students across different stages of their degree programmes (Bachelor at the end of Phases 1, 2, & 3, and Master after completing Semester 2).

These exams:

- require no specific pre-learning, as they are testing knowledge already tested;
- are mandatory for all students;
- do not directly lead to credits but are a prerequisite 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 beginning their studies in September 2022.

## THEME OF 2025 - 'QUALITY EDUCATION' – IN 2026 'GENDER EQUALITY'

In the past years, Wittenborg introduced the concept of a theme for each academic year. In 2025, the Theme for the Academic Year is 'Quality Education', which is also a Sustainable Development Goal of the United Nations (SDG #4). 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#5 Gender Equality to be the theme of 2026.

'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 2025 academic year, Wittenborg has asked its faculty to touch upon the theme 'Quality Education' 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 2026, 'Gender Equality will be reflected in the teaching and learning at Wittenborg.

## THE FACULTY CHALLENGE 2025-2026 - MISSION & VALUES

In 2025 and 2026, every Wittenborg faculty member has once again been asked to reflect on how they have connected each module they teach to Wittenborg's Mission through the school's Values.

- Internationalisation
- Diversity
- Ethics

Wittenborg's curriculum management team and news team will introduce a 'pull-reporting system' using interviews, mini-questionnaires, and other methods to demonstrate how Wittenborg's Mission and Values are being integrated into the modules across the BBA, MBA, and MBM degree programmes at all locations.

To ensure success, we ask all our students to actively help and participate in ensuring that our values remain at the heart of our teaching and learning.



**BETTER YOURSELF,  
BETTER OUR WORLD**



**WITTENBORG**  
University of Applied Sciences

values

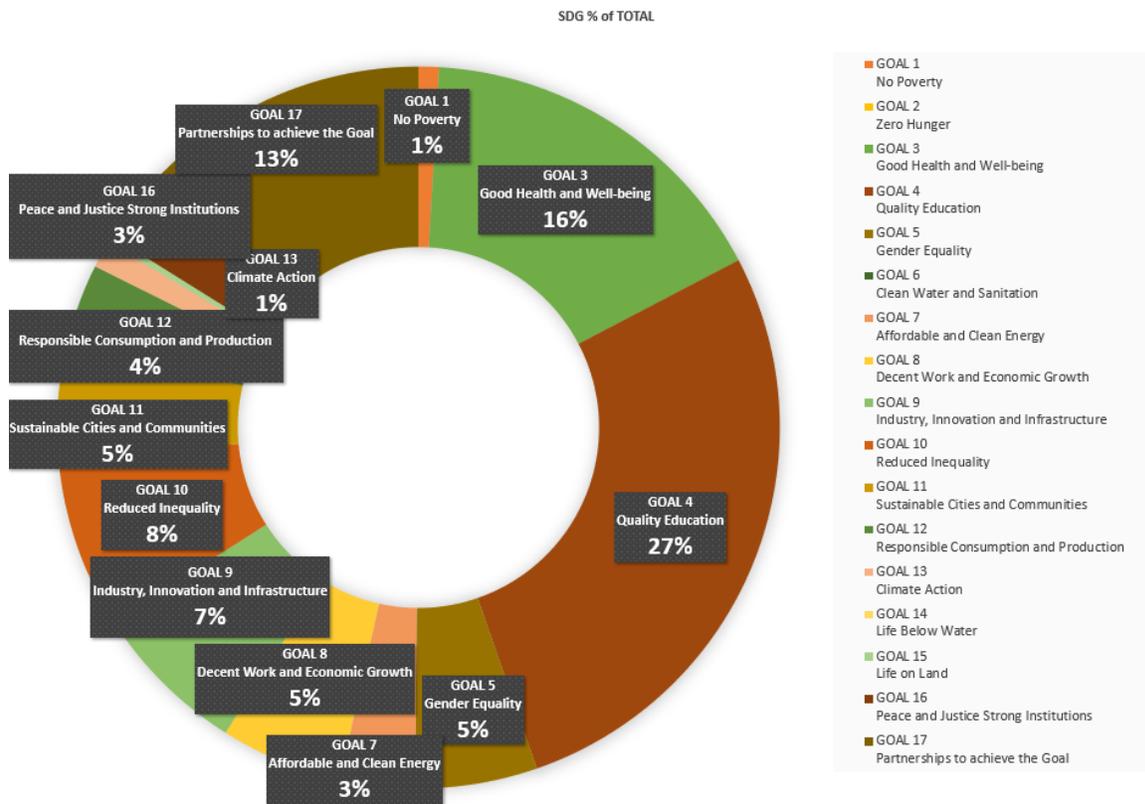
Diversity

Ethics

Internationalisation

**SOCIETAL IMPACT: SUSTAINABLE DEVELOPMENT GOALS**

For an international business school such as Wittenborg, with a diverse mix of students, faculty, and professional staff from around the world, the United Nations’ 17 Sustainable Development Goals (SDGs) will play a vital role in supporting the school’s mission, values, and future growth. Wittenborg publishes a news article about its activities on its website and distributes updates to students, faculty, and staff every two days. The chart below shows how the United Nations’ Sustainable Development Goals are covered in relation to Wittenborg’s activities. News is posted on Facebook, LinkedIn, as well as on internal and external websites.



In 2026, Wittenborg will redefine which SDGs it, as a business school, aims to support in the coming years to create regional, national, or even international societal impact. At the same time, Wittenborg expects its students to graduate having learned about and developed an understanding of the SDGs, and possibly considering how and why they will contribute to making a difference in specific areas of 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 innovative and engaging inclusion in lessons or tasks.

Wittenborg will implement a continuous feedback system to promote news about its cross-disciplinary and multi-layered approach to learning and teaching. We again ask all our students to actively assist and participate.

**OUR MISSION STATEMENT**

**“Better yourself, better our world”**

**OUR VISION** - To be a leading international business school in the Netherlands with an innovative approach to higher education, creating an inclusive environment with life-changing opportunities and advance the development and dissemination of knowledge in partnerships with the (business) community.

**OUR MISSION** - Contributing to society 'glocally', by promoting excellence in teaching and learning of international business and management, as well as by creating the best environment for students and staff where internationalisation, diversity and ethics set the premises for successfully applied, research-informed, global learning.

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.



**BETTER YOURSELF,  
BETTER OUR WORLD**



**WITTENBORG**  
University of Applied Sciences

values

Diversity

Ethics

Internationalisation

## 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 join Wittenborg, and we invite you to actively participate in school life during your studies with us.

## WITTENBORG NEWS

The Wittenborg University of Applied Sciences Press (WUP) team is always seeking aspiring writers who wish to contribute interesting articles or papers to Wittenborg's News pages on the website and Wittenborg Online. We publish news regularly throughout the week, and WUP also releases papers and books.

Interested? Contact the editors at [news@wittenborg.eu](mailto:news@wittenborg.eu)

## THE STUDENT REPRESENTATIVES

The 'Student Reps' are the group of students who have direct discussions with the directors about everything related to life at Wittenborg University of Applied Sciences. Student Reps participate in assessing education, teaching staff, support services, and personnel, and are an invaluable resource for the institute. Typically, two students from each bachelor's phase, prep year/pre-master's, and master's programmes are invited to become members of the Student Reps. Elections for the Student Reps will take place during the December Block.

Interested? Please send an email to [studentreps@wittenborg.eu](mailto:studentreps@wittenborg.eu)

## REPRESENTATION CONFERENCE DAY

A conference day is held annually for everyone (Students, Faculty & Professional Staff) at Wittenborg, during which all the meetings of various representative groups, both staff and students, take place, promoting greater representation and a more transparent process. The Representation Conference Day will be scheduled in 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 and 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 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 August 2025