

THE EEG - PART 5

'GENERAL ASSESSMENT POLICY'

Bachelor's Programmes



31 August 2025

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WITTENBORG GENERAL ASSESSMENT POLICY (TOETSBELEID).

This document has been drawn up under the responsibility of the Graduation and Examination Board (approved August 2015) and is supplementary to its Graduation & Examination Regulations.

ATTENDANCE & EXAMS – IMPORTANT NOTICE

Students arriving more than 10 minutes late for the start of a lesson could be barred from entering the lesson and possibly marked as absent.

If students miss more than 2 lessons in a block of 4 weeks, the Module Lecturer has the jurisdiction to decide not to mark the exam. The student will be required to wait until the re-sit at the following block Exam Week. After this, the next opportunity will be the following year. In exceptional cases, determined by the Graduation and Examination Board the exams would be marked.

If students are sick, or have another serious reason for not attending class, they should contact their teacher by sending an email directly, with a copy to their Process Tutor.

The following rules apply in all cases:

- Lesson attendance requirement: 75%
- Examination registration, but no attendance will result in an exam mark = '0'
- Exam mark below 4 = compulsory re-attendance of module (retake with attendance)
- Exam mark 4 and above gives right to retake the exam without attendance (retake without attendance)

In the event of examination malpractices, procedures will follow the Graduation & Examination Regulations (Part 6 of the EEG).

Exam grades/marks provided by lecturers and consequently posted in Osiris are not final grades, but provisional. They remain provisional until they are finally approved by the Graduation & Examination Board.

MARKING SYSTEMS

Marks are given on a scale 1 – 10 (Dutch) and/or A, B, C, D or F (Anglo Saxon). All modules require a pass mark. For more details, see the Examination and Assessment section.

A	100.00%	85.00%
B	84.99%	75.00%
C	74.99%	60.00%
D	59.99%	55.00%
E	54.99%	40.00%
F	39.99%	25.00%
FX	24.99%	0.00%

EXAMINATIONS AND ASSESSMENT LEADING TO EUROPEAN CREDITS AT WITTENBORG

For Regulations of Exams at Wittenborg please see the latest Wittenborg Graduation and Examination Board Regulations. Below the different types of examination used at Wittenborg are described. Each module must choose from one exam type only.

EXAM TYPES AT WITTENBORG

1. Written Examination (Open or Closed-book)
2. Assignment / Report / Essay
3. Project Work
4. Language Test (Reading, Writing, Listening & Speaking)
5. PDP Portfolio
6. Active Participation
7. Oral Presentation / Oral Interview / Oral Q&A (Question & Answer)
8. Digital / Multimedia Output

Exam types 1, 4, and 7 are examined during the planned exam weeks.

Exam types 2, 3, and 5 will require an oral defence through a presentation or oral assessment, planned in the exam week.

Exams can be a combination of different types, for example 2 & 7 or 2 & 8. Refer to the module guide or the module online area for more information specific to the module.

ASSESSMENT UNDER EXAM CONDITIONS:

Closed Book Examinable Component

These examinations are traditional exams, where students are required to answer a number of questions or analysis situations and cases in text form, without any study aids such as notes or text books.

Closed-book exams can be one of the following and the conditions for each are as follows:

- Pen/pencil and paper
 - Only pencil, pen and eraser are allowed to be brought into the room
- Online using a laptop.
 - Only a fully-charged laptop is allowed to be brought into the room
 - Students will NOT have access to the Internet.
 - Instructions on how to connect to the Exam WIFI will be provided in the Exam Hall.

Students should also bring their passport or identity card. Coats and bags, as well as other mobile devices (phones, iPads, smart watches etc), should not be brought into the examination room. There could be random searches of students-pockets for mobile equipment at every examination as a standard procedure. The mere possession of such devices by students in the exam hall, even if they are not in use, may be considered academic misconduct.

Written Examinations should be 3 hours unless otherwise indicated by the lecturer. Students should leave the examination room if they finish before the end of the prescribed time.

Exams are marked on a scale of 1 – 10.

Results for examinations will be posted on Osiris within two weeks after the examination.

Open-Book Examinable Component

These examinations are held for subjects that are tested through case-study analysis, where students are normally required to write opinions of certain described situations or cases, using their textbooks as reference.

Open-book exams can be one of the following and the conditions for each are as follows:

- Pen/pencil and paper
 - Pencil, pen and eraser are allowed to be brought into the examination room.
 - In addition, course textbooks, notes and handouts are also allowed to be brought into the room.
- Online using a laptop.
 - Only a fully-charged laptop is allowed to be brought into the room
 - Students will NOT have access to the Internet.
 - Instructions on how to connect to the Exam WIFI will be provided in the Exam Hall.
 - Students will have access to the online books.

Students should also bring their passport or identity card. Coats and bags, as well as digital equipment (phones, iPads, smart watches etc.), should not be brought into the examination room. There could be random searches of students-pockets for mobile equipment at every examination as a standard procedure. The examinations supervisor is entitled to check a student's textbooks (physical or online) for enclosed separate notes, which are prohibited. Indicators and short notes in the book itself are permitted.

Marks are given for both the analytical approach of the student, and the way in which a student refers to information in the prescribed textbook (shows that they have read and understood the textbook, and can use this information to underpin their arguments in the exam).

Written Examinations should be 3 hours unless otherwise indicated by the lecturer. Students should leave the examination room if they finish before the end of the prescribed time.

Exams are marked on a scale of 1 – 10.

Results for examinations will be posted on Osiris within two weeks after the examination.

ASSESSMENTS NOT UNDER EXAM CONDITIONS:

ORAL PRESENTATION / ORAL INTERVIEW / ORAL Q&A (QUESTION & ANSWER)

These examinations are given in a form of oral communication, where students are given a prescribed amount of time in which to present a particular subject, and/or answer verbal questions on the subject. Students (either individual or in pairs) are allowed to use any materials or equipment that is available to them in order to make their presentation professional and interesting, if the oral exam is in the form of a formal presentation. Some Oral Exams are restricted to the form of a PowerPoint presentation.

Duration of oral presentations should be 15 to 20 minutes.

Oral Exams are marked on a scale of 1 – 10.

Exams are marked on a scale of 1 – 10.

Results for examinations will be counted as part of the final module exam result as stated in the Module Assessment Plan, which is part of the Module Guide.

Results for examinations will be posted on Intranet within two weeks after the examination.

ASSIGNMENT / REPORT / ESSAY

Assignment – Business Plans / Marketing Plans

Modules can be completed with the production of a plan (such as a Business Plan). Plans can be completed individually or in groups, with a maximum of 3 students working together. This plan must be related to the module, for instance, the module Marketing Plan is to be completed by the production of a compact Marketing Plan paper. This should be seen as a plan of approach rather than a definite final

plan. It is a simulation, based on either a small company to be set up, or an existing company or organisation, or even a department within a company.

The plan should adhere to the word count specified in the module guide, and there should be no appendices that are not directly related to the plan. (A copy of parts of a related plan, from another module, is permitted.)

Plans are to be handed in on the Monday (deadline 16:00) of the final examination week of the module (Week 5 of either Block December or April). Take note that if Monday is a national holiday, the submission deadline will be moved to the immediate working day in the same week. For example, if Monday is Easter Monday (national holiday), the submission deadline will be moved to Tuesday of the same week.

Failed plans can be resubmitted at a date set by the course tutor, but not later than 1 full term after the original plan was submitted, without a student being required to retake the full module. Students must have completed all the specific module plans before they submit the Business Plan.

Reports, Essays & Papers

Some modules include the submission of a paper. All papers should adhere to the Harvard – Anglia-Ruskin University (ARU) style and paper-writing criteria as published in the Graduation/Final Project Handbook (see Part 8 of the EEG).

This paper is to show a number of things, including:

- A student's knowledge of the textbooks related to their course.
- A student's research capabilities.
- A student's ability to compare ideas, using quotes and references from textbooks, information on the internet, and journals and magazines.
- A student's English language presentation and (academic) writing ability.

All assignments, reports, essays & papers are always individual pieces of work, submitted through Turnitin, unless specifically stated in the module guide. Current bachelor's examples of modules with group assessment are:

- Project Management Basics (MO13)
- Marketing Research (MA21)
- Marketing Plan (MA25)
- Business Plan (FIN32)
- Contemporary Issues in the International Service Industry (HM34)
- Beverage Marketing (HM35)
- Business Strategy (HM37)
- Customer Relationship Marketing (HM38)
- International Marketing (HM39)

- Hospitality Design and the Environment (HM25)

In the case of a group assignment the group size will be:

- 2 students for a class of less than 14 students
- 3 or 4 students for a class between 15-30
- Up to 5 students for classes above 30 students

The group has to fulfil the following requirements:

- The group must provide a 'Statement of Contribution', an agreement signed by all members that signifies the degree of equality of contribution to the group project. Marks awarded to individual group members will reflect the agreement. Equal contribution means that each member receives the same mark awarded for the report and any forthcoming issue is a shared responsibility.
- The Statement of Contribution must be signed by all members, scanned and submitted together with the report/essay/assignment via Turnitin.
- The submission can be done by any member of the group, who has to confirm during the upload process that the submission is on behalf of the whole group.

Under exceptional cases the teacher may decide on a group of 2.

Generic Marking Rubrics for Assignments/Report/Essays

The Generic Marking Rubrics are specified per phases 1,2 and 3 on Bachelor level and represent the horizontal and vertical cohesion of the programmes. See the Marking Rubrics on the following pages.

Project Work

Projects and cases are mostly integrated parts of modules. Project Weeks, as their name suggests, incorporate project work the most intensively, whereby knowledge gained previously by the students allow them to have a practice based approach and further specialisation on their respective programmes. During project weeks the project work may entail field study, as student may be brought into contact with and visit organisations that have set them problem-solving consultancy tasks. At the end of a typical project week there is always a written assignment submission(s) and an oral defence, most commonly in the form of a presentation.

Project Week Assessment

Students will be assessed individually for project week assignments. The project week will be marked with a Pass or Fail. An assessment will be given for both group and individual aspects of the project and both aspects must be awarded a “*sufficient*” or above.

Project Week has several evaluated components – different combinations in each block. They are as follows:

1. Project-Week Kick-off Meeting
2. Belbin Test
3. Looking-forward Assignment
4. Pitch
5. Presentation
6. Self-Evaluation
7. Group Report

The above components range from Exam Type 2, 6 or 8 depending on the assignment at hand. Some are group and some are individual assignments.

The assessment scale used for this project is as follows:

- Excellent, good, sufficient, poor, very poor

Evaluations will be explained in short and concise feedback by the project teachers

- Group Evaluation will be given to the group as a whole
- Individual evaluation will be given to the individual team member

Notes:

An individual student can pass this project week if they score a ranking of sufficient on both aspects. A project report marked as “fail” can be re-submitted within 1 month of the Final Assessment.

For specific details of each project, please see the specific Project Week Module Guide as it is published on Wittenborg-Online.

Assessment of Final Project / Graduation Assignment

The assessment of the final project/graduation assignment is carried out using standard assessment criteria (see EEG, Graduation and Final Project Assignment Handbook, Part 8 of the EEG). All graduation assignment/final project will be second-marked by an external examiner.

FURTHER SPECIFIC ASSESSMENT INFORMATION

- Information on Assessment of the Final Dissertation/Graduation Assignment, see: Graduation Assignment and Final Project Handbook (Part 8 of the EEG) for details.
- Information on Assessment of the Work Placement (internship), see PDP and Work Placement Handbook (Part 7 of the EEG) for details.

RETAKES EXAM WEEKS AND COMPLETE MODULE EXAMS

At the end of both terms, there are 2 “retake exam weeks” – these are timetabled as Retake Weeks-Winter & Retake Weeks-Summer, in which lessons and modules that may not have taken place for some reason are re-scheduled.

During this period, the “Complete Module Exams” are also offered for students who are eligible to take a “retake” exam for a module not yet passed from the preceding blocks.

However, retakes can only be done when a student has attempted the normal exam (1st attempt). In special cases (at the student's written request) the Graduation & Examination Board (GEB) may decide otherwise.

Students are allowed a maximum of 4 retakes per course excluding the 1st attempt. However, retaking a module for the third and/or fourth time can only take place if the student has re-attended all classes of that specific module (75% class attendance) and also received the approval of the process tutor. A third and fourth 'retake attempt' will earn a maximum of 5.5 marks. In exceptional cases, determined by the (GEB), the student may be given an extra attempt.

Note: Retake exam weeks offer exams from the 3 blocks up to and including the immediately preceding block. i.e. Retake Weeks-Winter, retakes are offered for blocks May, September and October and while Retake Weeks-Summer retakes are offered for blocks December, February and April. Exception to this are modules that are offered twice a year (especially in phase 3) in blocks December & May, do not have retakes in Retake Weeks-Winter and Retake Weeks-Summer, because students can retake these exams in the block when the module is regularly given again. E.g. a phase 3 student who has failed an exam in block December can retake this at the regular exam in block May and if the student failed an exam in block May then can retake this in at the regular exam in block December.

Results for Retake Weeks-Winter and Retake Weeks-Summer are sometimes delayed due to teaching staff holidays which commence immediately after the exam weeks. In this regard students should ensure good communication with their tutors regarding mark publishing deadlines for re-take exams and more so in cases where the results are required for progression.

Retakes for exam types 2, 3, and 5 do not include presentations or oral assessment. These exams cannot be 'retaken' unless the entire course is repeated. Their original assessment is switched to the relevant retake exam.

EXAM REVIEW RULES

INSTRUCTIONS FOR STUDENTS

For exam review, students are allowed to review only one phase at a time

Exam reviews are conducted during each Project Week every block for all the exams taken during a previous block. Students should check the timetable for exact day/time. The exams cannot be reviewed outside these officially planned exam reviews.

. The following instructions must be followed during the review of type 1 exams:

- All examination hall rules also apply to exam reviewers.
- Making notes from any exams is not allowed.
- Students are not allowed to take partial or complete exams outside the room.
- Photocopying or taking pictures of exams is not allowed.
- Sharing of exams among other students is not allowed.
- Students are not allowed to write, add, or erase anything on the exams.
- A student can only review one exam at a time, they must return the first exam in the case they want to review another.

Suggestions:

- Make sure to verify marks per question in order to count/confirm the final mark.
- Make sure to fill the form completely with all the required information and write in a readable English. Partially filled or difficult to read forms will not be handled.
- If it is necessary to discuss any issues raised, a meeting with the teacher concerned can also be arranged within two weeks. Please indicate this in the form with your questions.

Note: Violation of the rules can lead to serious consequences. Such cases will be referred to the Graduation & Examination Board for a decision.

MULTIDISCIPLINARY (PHASE) EXIT EXAMS

From the academic year 2022/2023, all new students starting their programs at Wittenborg will not only follow normal assessments that lead to credits, but will also be required to complete a Multidisciplinary (Phase) Exit Exams or MEEs at the end of each learning phase or semester. This means that for bachelor students there will be a MEE at the end of phase 1, phase 2 and phase 3. For Master students the MEE is at the end of semester two.

The MEEs are compulsory for all students and must be completed in order to graduate.

In the bachelor programme, students are not allowed to start any phase 3 modules unless they have at least completed the phase 1 MEE. Also, a phase 2 MEE must be completed before the research proposal is accepted.

The criteria for being eligible to take a MEE is that the student must have obtained at least 60 ECs for phase 1 and 120 ECs for Phase 2 students.

Notes:

- Students can still take the MEEs even if they do not meet the eligibility criteria yet, as long as they have attended the lessons for the respective block modules and that they would have achieved the required ECs by the end of the block/retake block
- Students CANNOT use the MEEs to 'dispute' their marks for any module exams.

The MEEs will take content from all taught modules from the phase. The exams will be held twice a year in the retake weeks allowing ample time for students to plan their assessment.

The grades will be based on letter grades in line with ECTS, and should be seen as an indication of a student's knowledge. Although technically students cannot fail a multidisciplinary exit exam, there will be the letter F which indicates that the student has not achieved the minimum passing grade. Student should consider retaking the exams.

The examinations will take the format of ABC examinations, which were traditional at Wittenborg years ago.

- A: Closed-book Exam – Multiple choice and short answer questions
- B: Case study with open-ended questions
- Oral Question & Answer of the Case Study in Part B.

The MEEs are means of measuring student performance at Wittenborg University of Applied Sciences that inform stakeholders on the education advancement of each student through each stage (phase) of their study and their pursuit of the competencies to become business administrators and managers.