

**PROGRAM COMMITTEE REPORT
INSIGHT AND RECOMMENDATIONS
BBA STUDENT REPRESENTATIVES AND STAFF**



Program Committee Report – 2023

BBA Programs

Committee Members: Programme Coordinator HBA, Programme Coordinator BBA, Student 1, Student 2, Student 3

Introduction

The 2023 Programme Committee Report provides an evaluation of the academic programmes, conducted by two teachers and several student representatives. The committee focused on key areas such as content, teaching quality, assessments, and student outcomes. Feedback from participants was gathered and discussed to inform the key findings and recommendations for improving the programmes moving forward.

Content of the program

Students expressed concerns regarding the scheduling of the Statistics module, suggesting it would be more effective if delivered alongside the Research Methods module. They believe that aligning both modules in the same block would better support their thesis work, as the combination of statistical analysis and research methodology is crucial during this stage. This adjustment would provide students with the necessary tools at the right time, enhancing their ability to apply these skills to their thesis projects.

Teaching of the Program

Students expressed overall satisfaction with the quality of instruction at Wittenborg University of Applied Sciences. They appreciated the dedication and expertise of their lecturers, noting that the teaching methods effectively facilitated their understanding of course material. The positive feedback highlights the strength of the teaching staff in delivering content in an engaging and comprehensible manner, contributing to a supportive learning environment that promotes student success.

Assesment of the Program

Students highlighted the need for better alignment between certain modules and the overall programme structure. They believe that some foundational modules should be taught earlier to provide the necessary knowledge before advancing to more complex topics. Additionally, students suggested that certain modules would be more beneficial if delivered closer to the end of the programme, as they would directly support their thesis work. Despite these concerns, students expressed satisfaction with the quality of instruction and appreciated initiatives that helped develop practical skills reflected in their assessments.

Outcome of the Program

Students appreciated the focus on competence development, particularly highlighting initiatives like the Sales Competition event. They found this event valuable in helping them build practical skills essential for their future careers. The opportunity to apply theoretical knowledge in a competitive, real-world setting was seen as a significant contributor to their professional growth, reinforcing the importance of hands-on experiences in preparing them for success in the job market.