

Periodic Evaluation of Degree Programme in International Business (2014),
JAMK University of Applied Sciences

Summary of the results

Evaluators

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Conclusions

The most important overall strengths

The most important strength of the programme from the curriculum perspective is the coherence between the overall objectives of the degree programme, study modules and the courses. This is clearly linked with the JAMK strategy (e.g. internationalisation and the quality of learning), the appropriate studying methods, students' workload and the level of competences expected to be reached during the learning process of students.

The most important overall strength of the programme from a learning process perspective is the strong orientation of pedagogical development of the whole degree programme. The utilisation of both the peer and course feedback combined with the multiple efforts of using diverse pedagogical methods and learning materials and the availability of guidance encourage the degree programme to develop its pedagogical potential and potential for internationalisation to an even higher level.

The key staff of the degree programme seems to have very good skills in curriculum design and development.

The most important overall areas for improvement

The most important overall area for improvement in the programme from the curriculum perspective is the balanced relation between the needs of maintaining a continuous PLP process and the up-to-date correspondence of learning objectives, their assessment methods and criteria and the future competence needs of working life in the field of the changing entrepreneurship-orientated business leadership and management.

The most important overall area for improvement in the programme from the learning process perspective is to ensure the continuous and systematic possibilities of improving the academic, pedagogical and practical competences of the teaching staff. This may encourage the degree programme to consider increasing the number of teaching staff and supporting the improvement of the level of their academic performance.

Conclusion

There were no major defects in the curriculum, learning processes or results of the Degree Programme in International Business. The next periodic evaluation of the programme will be carried out in five years' time.