

Development dialogues programmes in the domain Media

Bachelor Creative Business and Professional Master in Media Innovation

Development Dialogue: 5 June 2019

As input for the development dialogue the programmes selected a quote from the panel report for an exchange of thoughts and future plans were discussed with the delegation of the panel.

Exchange of thoughts MMI: 'The committee noted, in general, that reliability and validity of the research conducted and reflection on the methodology used could be made more explicit in the studied theses.'

The panel members explained that when examining the theses they were looking at the validity and reliability of the research as covered explicitly. By discussing limitations most students discuss validity and reliability but not all students do so. It was recommended to make sure that these elements would always be addressed in a consistent way in the graduate theses.

Since the site visit the MMI has already made some changes to improve this point of attention. In the criteria for the thesis a methodology section including an explanation of the reliability and validity was introduced explicitly.

Although at least 20-25% of the MMI students participate in funded research projects of ADE Research, it would be wonderful to expand the number of students involved in ADE Research. The professor who teaches in the master programme promotes the research projects among students. However, the time researchers have for supervision is a limiting factor.

Furthermore, the programme and panel members discussed different ways to look at innovation.

Exchange of thoughts CB: 'The committee recommends the programme to consider ways to stimulate students to have more pluriform ways for their graduation'

The panel explained that they had seen that more CB programmes were thinking about reshaping their graduation phase. They see that a thesis might not be the best way to graduate on, but the programmes have hesitations on the way to go forward and, and, in the light of the accreditations.

If students make professional products the assessment and marking are more difficult. If there is a variety of products, you might also need a variety of assessments. How to create a uniform assessment for products that are not uniform? Fair assessment is needed. Most programmes come up with a portfolio. Students make professional products that are on a bachelor level in the last two years of the programme. Then the portfolio is assessed.

Experience shows that if students can opt for graduating with a thesis or with a professional product, most students opt for the thesis. This is a clear choice. Students know what is expected of them and that makes this type of graduation easier for the students. The panel suggests that the programme could select some good students (6 to 10) for a pilot on graduation with a professional product. Learn and redefine from the pilot.

Graduating with a thesis should stay an option for students that, for instance, participate in research projects.

A discussion on crossovers between media and games and other study programmes took place. The programme offers in the new curriculum free elective credits that stimulate crossovers. In addition, the Media Hub that will be created on the new campus in the Business Square can promote more crossovers. There is a hunger for cross-collaboration within BUas domains. Also, other possibilities to promote crossovers were discussed.

Regarding internationalisation the pros and cons of obligatory placements abroad and embedding an intercultural training and an intercultural competency in the CB curriculum were discussed.

It is important to involve the professional field in assessing the students. However, there is a difficulty regarding objectivity. The panel suggests that professional products should be assessed on a programme level instead of on an individual level. Students present what they have developed and receive direct feedback and assessment from the industry during 'market fairs'. The input from the industry can be used as a form of assessment (jury points or selection of prize winners).