

STATEMENT OF THE EVALUATOR FOR THE INTERNAL EVALUATION OF THE DEGREE PROGRAMME

IDENTIFICATION OF THE EVALUATED DEGREE PROGRAMME

Name	N-PEMA
Type	N: Follow-up Master's Degree Programme
Profile	Academic
Form	Full-time
Language	English
Faculty	ECON: Faculty of Economics and Administration

EVALUATOR

Name, surname, title	Dr Saqib Shamim		
Representative	External Academic Staff	Institution:	Queen Mary University of London, UK

PART I

DEFINITION AND INTERNAL STRUCTURE OF THE DEGREE PROGRAMME

(Export of the Degree Programme data)

The aim of this section is to assess the consistent and logical structure of the Degree Programme. Please pay attention to the alignment of study objectives with graduate employment and learning outcomes, the curriculum and its structure. Do the expected competencies of the graduates correspond to the reality and requirements of the labour market, etc.? The comments may include recommendations on how the Degree Programme could be further developed or comments on the overall development and changes over the last period.

1. Does the Degree Programme have clearly and comprehensibly defined Degree Programme characteristics?

Yes

Rather yes (justify in the comment)

No (justify in the comment)

Comment:

2. Are the learning outcomes¹ articulated convincingly, specifically and comprehensibly in relation to the learning objectives and the intended graduate's employment?

Yes Rather yes (*justify in the comment*) No (*justify in the comment*)

Comment:

3. Does the structure of subjects in the individual curricula of the Degree Programme form a meaningful whole that enables students to acquire the specified learning outcomes?

Yes Rather yes (*justify in the comment*) No (*justify in the comment*)

Comment:

4. Space for additional comments, observations and recommendations.

Comment:

Programme is well structure and well mapped with the learning outcomes. I suggest embedding more elements related to sustainability, which is one of the most serious emerging concerns for business and society. Though programme level learning outcomes mention sustainability and society 4.0, however it is not equally reflected by programme structure and module.

¹ Learning outcomes represent the specific professional knowledge, skills and general competences that a graduate should acquire during the course of their studies in the Degree Programme. They capture a minimum standard and must be measurable.

PART II

TEACHING, LEARNING AND EVALUATION

(Supporting documents: Export of the Degree Programme data, subject characteristics, subject survey results)

This section primarily aims to assess the suitability of the teaching methods used with respect to the stated learning objectives and learning outcomes. It also focuses on the appropriate setting of practice and practical teaching, the state final examination or the relevance of literature and other study aids. In the comments, recommendations can be made as to where the Degree Programme could be further developed.

5. Are adequate teaching methods used in the Degree Programme in relation to the objectives of the study and the profile of the graduate?

Yes Rather yes (*justify in the comment*) No (*justify in the comment*)

Comment:

6. Are the study literature and other study materials contemporary and relevant to the objectives of the study and the graduate profile?

Yes Rather yes (*justify in the comment*) No (*justify in the comment*)

Comment:

7. Does the Degree Programme have an appropriate ratio of theoretical and practical teaching (in the case of Degree Programmes leading to a regulated profession, this ratio is governed by applicable legislation)?

Yes Rather yes (*justify in the comment*) No (*justify in the comment*)

Comment:

8. *Is the state final examination appropriately set in relation to the stated learning objectives and learning outcomes of the Degree Programme?*

Yes Rather yes (*justify in the comment*) No (*justify in the comment*)

Comment:

9. *Does the system of cooperation with practice correspond to the nature of the Degree Programme and the number of students in the Degree Programme?*

Yes Rather yes (*justify in the comment*) No (*justify in the comment*) Not relevant

Comment:

10. *Does the Degree Programme sufficiently exploit the potential for cooperation with possible future employers of its graduates?*

Yes Rather yes (*justify in the comment*) No (*justify in the comment*)

Comment:

11. *Space for additional comments, observations and recommendations.*

Comment:

External cooperation with industrial collaborators is also very strong i.e. Y Soft, Zebra Technologies and SIKA, whereby cooperation on teaching is the main focus - creating case studies and direct teaching. Other partners for providing internships include FNZ, Atlas Copco and Noark Electric. It reflects a strong case of external cooperation.

However, these collaborators should also help to improve the situation with limited number of internships and placements.

PART III

STAFFING

(Supporting documentation on staffing from the IS MU)

The main objective is to evaluate the quality of staffing on the Degree Programme in relation to its type, number of students and focus. At the same time, one of the indicators is also the creative activity carried out by the academic staff on the evaluated Degree Programme, where the quality, relevance and distribution of creative outputs across academic staff in relation to the type and nature of the Degree Programme over the last 5 years is assessed. Comments may include recommendations on how the Degree Programme could be further developed.

12. *Is the Degree Programme sufficiently staffed with regard to the structure of academic staff by number and age?*

Yes Rather yes *(justify in the comment)* No *(justify in the comment)*

Comment:

13. *Is the number of students per academic staff member set appropriately to ensure quality teaching on the Degree Programme?*

Yes Rather yes *(justify in the comment)* No *(justify in the comment)*

Comment:

14. *Space for additional comments, observations and recommendations.*

Comment:

Foreign staff could be engaged to supervise theses. It will improve the process of internationalization and foreign staff can bring new insights. Some staff members are supervising more than 10 students. External supervision could be helpful to manage the supervision workload. External supervision, specially

foreign supervisors could bring new insights, and enhance the process of internationalization.

PART IV

INTERNATIONALISATION

(Supporting documentation: Export of statistical data on the Degree Programme)

The main objective is to assess the international dimension of the programme (i.e. mobility, course offerings taught in a foreign language, etc.) with regard to the type and focus of the Degree Programme. The comments may include recommendations on how the Degree Programme could be further developed.

15. Does the international cooperation (foreign stays, courses taught by foreign teachers, involvement in international research projects, etc.) correspond to the nature of the Degree Programme and the number of students?

Yes Rather yes (justify in the comment) No (justify in the comment)

Comment:

16. Does the degree of internationalisation (use of foreign language literature, study subjects in foreign languages, compulsory study activities in foreign languages, space for mobility in the curriculum, teaching of foreign languages, foreign teachers involved in teaching) correspond to the type and focus of the Degree Programme??

Yes Rather yes (justify in the comment) No (justify in the comment)

Comment:

17. Space for additional comments, observations and recommendations.

Comment:

Internationalization of teaching and learning process is strong. Courses delivered in cooperation with foreign partners such as Tampere University in Finland is very positive.

Erasmus schemes make it smooth to internationalize, and this programme is getting very good value for Erasmus. However, partnerships could be developed beyond Erasmus.

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PART V

SWOT ANALYSIS AND DRAFT DEVELOPMENT PLAN
OF THE DEGREE PROGRAMME

The conclusion serves to outline recommendations for the future development of the Degree Programme. Other topics that the evaluator wishes to comment on that have not been covered in the previous sections may also be included in the final summary.

18. *Please comment on the SWOT analysis included in the Self-evaluation Report of the Degree Programme. Does the SWOT analysis adequately assess strengths, weaknesses, opportunities and threats? What other strengths, weaknesses, opportunities or threats do you see from your perspective?*

Comment:

I agree with most of the SWOT analysis in the self-evaluation report.

However, external threat section mentioned lower interest in business, economics, and management studies. It might be true in local Czech context, or in the region. However, student number is increasing in Business Schools, for example in UK. It might depend on university focus on particular regions. For example, at Business School, Queen Mary University of London, we have majority of students from India, and other Asian countries. Collaboration with some Asian institutes and marketing efforts to tell students about Masaryk University to provide a boost in international student number, and enhance internationalization process.

19. *Please formulate a maximum of five specific recommendations for the future implementation and development of the Degree Programme.*

Recommendations:

Foreign staff could be engaged in theses supervision, it would reduce the workload of current staff members and also improve internationalization.

Sustainability and society 4.0 is one of the important learning outcomes, it could be more visible in programme structure and plan.

20. *Space for concluding comments and observations beyond the above topics.*

Comment:

Overall this programme is very well structured and mapped with learning outcomes. This programme could benefit from engaging foreign staff e.g. guest lectures, workshops, seminars, and theses supervision. A better reflection of focus on sustainability and society 4.0 is needed.

Date and place: 20/03/2023 - UK