

# **Teaching and Examination Regulations**

**Faculty of Social Science**

**Master's programme in Communication Science**

**Academic year 2023-2024**

## Table of contents

<b>Section A: Faculty section</b> .....	<b>3</b>
<b>1. General provisions</b> .....	<b>3</b>
Article 1.1 Applicability of the Regulations .....	3
Article 1.2 Definitions .....	3
<b>2. Study programme structure</b> .....	<b>4</b>
Article 2.1 Structure of academic year and units of education .....	4
<b>3. Assessment and examination</b> .....	<b>4</b>
Article 3.1 Signing up for education and examinations .....	4
Article 3.2 Type of examination .....	4
Article 3.3 Oral examinations .....	4
Article 3.4 Determining and announcing results .....	5
Article 3.5 Examination opportunities .....	5
Article 3.6 Marks .....	5
Article 3.7 Exemption .....	5
Article 3.8 Validity period for results .....	6
Article 3.9 Right of inspection and post-examination discussion .....	6
<b>4. Academic student counselling and study progress</b> .....	<b>6</b>
Article 4.1 Administration of study progress and academic student counselling .....	6
Article 4.2 Facilities for students with a disability .....	6
<b>5. Hardship clause</b> .....	<b>7</b>
Article 5.1 Hardship clause .....	7
<b>Section B1: Programme specific – general provisions</b> .....	<b>8</b>
<b>6. General programme information and characteristics</b> .....	<b>8</b>
Article 6.1 Study programme information .....	8
Article 6.2 Teaching formats used and modes of assessment .....	8
<b>7. Further admission requirements</b> .....	<b>8</b>
Article 7.1 Intake date(s) .....	8
Article 7.2 Admission requirements .....	8
Article 7.3 Selection criteria .....	9
Article 7.4 Pre-Master's programme .....	9
<b>8. Interim examinations and results</b> .....	<b>9</b>
Article 8.1 Sequence of interim examinations .....	9
<b>9. Regulation right of inspection</b> .....	<b>9</b>
<b>Section B2: Programme specific – content of programme</b> .....	<b>10</b>
<b>10. Programme objectives, specializations, exit qualifications and language</b> .....	<b>10</b>
Article 10.1 Workload .....	10
Article 10.2 Tracks and/or specializations .....	10
Article 10.3 Programme objective .....	10
Article 10.4 Exit qualifications .....	10
Article 10.5 Language of instruction .....	11
<b>11. Curriculum structure</b> .....	<b>11</b>
Article 11.1 Composition of the programme .....	11
Article 11.2 Compulsory units of education .....	11
Article 11.3 Participation in practical training and tutorials .....	12
<b>12. Evaluation and transitional provisions</b> .....	<b>12</b>
Article 12.1 Evaluation of the education .....	12
Article 12.2 Transitional provisions .....	12
<b>Appendix I Evaluation Plan Master Communication Science</b> .....	<b>13</b>
<b>Appendix II Transition Table Communication Science</b> .....	<b>14</b>
<b>Appendix III Making online multiple-choice examinations available for inspection</b> .....	<b>15</b>

## Section A: Faculty section

### 1. General provisions

#### Article 1.1 Applicability of the Regulations

1. These Regulations apply to anyone enrolled in the programme, irrespective of the academic year in which the student was first enrolled in the programme.
2. These Regulations enter into force on 1 September 2023.
3. An amendment to the Teaching and Examination Regulations is only permitted to concern an academic year already in progress if this does not demonstrably damage the interests of students.

#### Article 1.2 Definitions

The following definitions are used in these Regulations (*in alphabetical order*):

- |                           |   |
|---------------------------|---|
| a. academic year:         | the period beginning on 1 September and ending on 31 August of the following calendar year;   |
| b. CvB                    | the Executive Board of Vrije Universiteit Amsterdam;  |
| c. EC (European Credit):  | a course credit with a workload of 28 hours of study;   |
| d. examination:           | an assessment of the student's knowledge, understanding and skills relating to a unit of education. The assessment is expressed in terms of a final mark. An examination may consist of one or more partial examinations. A resit always covers the same material as the original examination. An examination may be written, oral or conducted by other means;   |
| e. FGV:                   | faculty joint assembly – assembly of the faculty student council and faculty staff council;   |
| f. final examination:     | A master's programme consists of a master's examination;  |
| g. OLC:                   | programme committee;  |
| h. period:                | a part of a semester;   |
| i. practical exercise:    | the participation in a practical training activity or other educational learning activity, aimed at acquiring certain (academic) skills. Examples of practical exercises are: <ul style="list-style-type: none"> <li>○ researching and writing a thesis or dissertation</li> <li>○ carrying out a research assignment</li> <li>○ taking part in fieldwork or an excursion</li> <li>○ taking part in another educational learning activity aimed at acquiring specific skills, or</li> <li>○ participating in and completing an internship;</li> </ul> |
| j. pre-Master's enrollee: | person enrolled in a pre-Master's programme who is not a student from a legal perspective;  |
| k. programme:             | the totality and cohesion of the units of education, teaching activities/methods, contact hours, testing and examination methods and recommended literature;  |
| l. SAP/SLM:               | the student information system ( <i>Student Lifecycle Management</i> );   |
| m. semester:              | the first (September - January) or second (February - August) half of an academic year;   |
| n. specialisation:        | optional route of study within a degree programme indicating a deepening of the context of the programme (e.g. interdisciplinary or multidisciplinary);   |
| o. student statute:       | sets out the rights and responsibilities of students on the one hand, and of Vrije Universiteit Amsterdam on the other hand, including those derived  |

	from the law and those derived from university regulations. The Executive Board (CvB) officially confirms the student statute once its completeness has been approved by the University Student Council (USC);
p. study guide:	the guide for the study programme that provides further details of the courses, provisions and other information specific to that programme. The study guide is available online at <a href="https://www.vu.nl/studiegids">https://www.vu.nl/studiegids</a> ;
q. study monitor:	dashboard for students and academic advisers with data of the student that also provides insight into the student's study progress;
r. subject:	see 'unit of education';
s. thesis:	a unit comprising research into the literature and/or contributing to scientific research, always resulting in a written report;
t. track:	a study pathway within a broader Bachelor's or Master's degree programme, such as a fully English-language study pathway within a Dutch-language Bachelor's or Master's programme;
u. unit of education:	a unit of study of the programme within the meaning of the WHW
v. university:	Vrije Universiteit Amsterdam;
w. WHW:	the Dutch Higher Education and Research Act (Wet op het Hoger Onderwijs en Wetenschappelijk Onderzoek);
x. workload:	the workload of the unit of education to which an examination applies, expressed in terms of credits = EC credits (ECTS = European Credit and Transfer Accumulation System). The workload for 1 year (1,680 hours) is 60 EC credits.

The other terms have the meanings ascribed to them by the WHW.

## 2. Study programme structure

### Article 2.1 Structure of academic year and units of education

1. The study programme will be offered in a year divided into two semesters.
2. Every semester consists of three consecutive periods. The first two periods each consist of eight weeks, and the final period consists of four weeks.
3. A unit of education comprises 6 EC or a multiple thereof.
4. By way of exception to paragraph 3, the Executive Board may in special cases and on request of the Faculty Board, stipulate that a unit of education comprises 3 EC or a multiple thereof.

## 3. Assessment and examination

### Article 3.1 Signing up for education and examinations

1. Every student must sign up to participate in the units of education of the programme, the examinations and resits. The procedure for signing up is described in an annex to the student statute.
2. Signing up may only take place in the designated periods.

### Article 3.2 Type of examination

1. At the examiner's request, the Examination Board may permit a different form of examination than is stipulated in the study guide.

### Article 3.3 Oral examinations

1. An oral examination is public unless the Examination Board determines otherwise. 'Public' in this context refers to the four eyes principle which states that an oral examination must always be done with two

examiners. For further rules and regulations concerning oral examinations, see the Rules and Guidelines of the Examination Board FSS, article 11 'Oral examination'.

#### Article 3.4 Determining and announcing results

1. The examiner determines the result of a written examination within ten working days. The marking deadline for the first submission opportunity for theses is also ten working days. The marking deadline for the second submission opportunity for theses is no longer than twenty working days. The examiner will then immediately ensure that the marks are registered and also ensures that the student is immediately notified of the mark, taking due account of the applicable confidentiality standards.
2. The examiner determines the result (i.e. mark) of an oral examination as soon as possible, but at the latest within two working days after the examination has finished and informs the student accordingly. The fourth clause of the first paragraph applies.
3. In the case of assessments other than oral or written examinations, the Examination Board determines in advance how and by what deadline the student will be informed of the results.

#### Article 3.5 Examination opportunities

1. a. Per academic year, two opportunities to take examinations will be offered for each unit of education.  
b. By way of exception to a., the options for retaking practical exercises, internships and theses are detailed in the faculty regulations masterthesis or relevant internship course manual or teaching regulations.
2. The most recent mark will apply in the event of a resit. A resit is allowed for both passed and failed units of education. The master's thesis, internship and practical exercise are excluded from the arrangement that a resit is allowed for passed units of study because the process of the thesis, internship and practicum itself includes feedback opportunities.
3. The resit for a (partial) examination must not take place within ten working days of the announcement of the result of the (partial) examination being resat.
4. The student who has passed all but one of the examinations necessary to meet the degree requirements and who is unable to sit that examination in the next six months, may submit a motivated request to the Examination Board asking for the opportunity to take this examination at an earlier date; the examiner can decide that this extra examination is a different assessment type than the regular examination opportunity. The student must have successfully participated in all the examination opportunities offered in the current academic year for the subject in question, unless participation was not possible for compelling reasons.
5. If a unit of education is no longer offered in the following academic year following, at least one additional opportunity will be provided to sit the examination(s) or parts thereof and a transitional arrangement will be included in Section B.

#### Article 3.6 Marks

1. Partial marks are given on a scale from 1 to 10 with no more than one figure after the decimal point.
2. A final mark between 5 and 6 will be rounded to the nearest whole number: final marks below 5.50, rounded down; final marks of 5.50 or higher, rounded up. All other final marks will be expressed in whole or half marks.
3. To pass a given course or unit, a final mark of 6 or higher is required.
4. The Examination Board can allow the use of symbols rather than numbers, for example: s(atisfactory), g(ood), u(n)s(at)is(factory), etc.

#### Article 3.7 Exemption

1. At the written request of the student, the Examination Board may exempt the student from taking one or more examination components, if they:

- a. have either passed a unit of education at a university or university of applied sciences (HBO) or a research university (WO) that is equivalent in terms of content and level;
  - b. or have demonstrated through their work and/or professional experience that they have sufficient knowledge and skills with regard to the relevant unit of education.
2. The Master's thesis is excluded from this exemption possibility.

#### Article 3.8 Validity period for results

1. The validity period of examinations passed and exemption from examinations is unlimited, unless otherwise specified in Section B1.
2. The validity period of a partial examination is limited to the academic year in which it was sat or until the end of the unit of education concerned, as stipulated for the relevant unit of education in Section B1. In exceptional circumstances, an examiner may deviate from this; this must be stated on Canvas at the start of the unit of education.

#### Article 3.9 Right of inspection and post-examination discussion

1. Within twenty working days after the announcement of the results of a written examination, but ten working days before the resit opportunity for that examination, the student can submit a request to inspect their assessed work, the questions and assignments set in it, as well as the standards applied for marking. The place and time where students can inspect their work will be announced at the time of the interim examination or on Canvas. See appendix III for more information about making online multiple-choice examinations available for inspection.
2. If a collective post-examination discussion has been organised, individual post-examination discussions will be held only if the student has attended the collective discussion or if the student was unable to attend the collective discussion through no fault of their own.
3. Students who meet the requirements stipulated in paragraph 2 can submit a request for an individual post-examination discussion to the relevant examiner. The discussion shall take place at a time and location to be determined by the examiner within the regular timetable, on campus or online.

## 4. Academic student counselling and study progress

#### Article 4.1 Administration of study progress and academic student counselling

1. The faculty board is responsible for the correct registration of the students' study results. After the assessment of a unit of education has been registered, every student has the right to inspect the result for that component and also has a list of the results achieved at their disposal in VU.nl Dashboard.
2. Enrolled students are eligible for academic student counselling.

Academic student counselling is in any case provided by:

- a. the Student Counsellor;
- b. student psychologists;
- c. faculty academic advisers.

#### Article 4.2 Facilities for students with a disability

1. A student with a disability can submit a request via VU.nl Dashboard to qualify for one or more special facilities with regard to teaching, practical exercises and examinations. These facilities will accommodate the student's individual disability as much as possible, but may not alter the quality or degree of difficulty of a unit of education or an examination. In all cases, the student must fulfil the exit qualifications for the study programme.
2. The request referred to in the first paragraph must be accompanied by a statement from a doctor or psychologist. If possible, an estimate should be given of the potential impact on the student's study progress. In case of a chronic disability a single (one time) request suffices.

3. Students who have been diagnosed with dyslexia must provide a statement from a BIG-, NIP- or NVO-registered professional who is qualified to conduct a psychological evaluation.
4. The faculty board, or the person acting on behalf of the faculty board, decides on teaching facilities and facilities regarding logistics. The Examination Board will decide on requests for facilities with regard to examinations.
5. In the event of a positive decision in response to a request as referred to in paragraph 1, the student can make an appointment with the academic adviser to discuss the details of the provisions.
6. A request for one or more facilities can be refused if it would place a disproportionate burden on the organisation or the resources of the faculty or university were it upheld. Any such refusal will be substantiated.
7. If the disability justifies an extension of the examination time, the responsible person on behalf of the Examination Board will register in SAP this entitlement to an extension. If a disability justifies other measures to be taken, the academic adviser can take the necessary measures. The student can consult the study monitor to check which facilities have been granted to them.
8. The decision as referred to in paragraph 5 may specify a limited validity of the facilities granted.

## 5. Hardship clause

### Article 5.1 Hardship clause

1. In instances not regulated by the Teaching and Examination Regulations or in the event of demonstrable extreme unreasonableness or unfairness, the faculty board responsible for the study programme will decide, unless the matter concerned is the responsibility of the Examination Board.

## **Section B1: Programme specific – general provisions**

### **6. General programme information and characteristics**

#### **Article 6.1 Study programme information**

1. The programme Communication Science, CROHO number 66615, is offered on a full-time basis.

#### **Article 6.2 Teaching formats used and modes of assessment**

1. The degree programme uses predominantly the following teaching formats:
  - lectures;
  - tutorials;
  - practical exercises;
  - formative assessments;
  - Privatissimum.
2. The degree programme uses predominantly the following modes of assessment:
  - written examination;
  - report;
  - presentations;
  - thesis.

### **7. Further admission requirements**

#### **Article 7.1 Intake date(s)**

The programme starts on 1 September.

#### **Article 7.2 Admission requirements**

1. Admission to the Master's programme is possible for an applicant who has obtained a Bachelor's degree obtained at an institution of academic higher education, with the following conditions:
  - a minimum of 10 EC obtained in quantitative statistics at the level of the courses S\_DIS + S\_QNRM. Candidates have knowledge of e.g. multiple regression, (m)anova, factor analysis, moderation and mediation analysis;
  - a minimum of 10 EC obtained from substantive communication science or related courses;
  - Experience with conducting empirical research.
2. Applicants with a Bachelor's degree obtained at an institution outside the Netherlands may be asked for additional methods to prove that they meet the admission requirements.
3. An applicant should demonstrate that he or she has sufficient level of proficiency in English by meeting at least one of the following standards, no more than two (2) years before the start of the programme at the VU:
  - IELTS score with a minimum of 7.0;
  - TOEFL paper based test: 600;
  - TOEFL computer based test: 250;
  - TOEFL internet based test: 100;
  - VU TOEFL-ITP: 600(only valid at the VU).
4. Exemptions from the requirements in section 3 apply to candidates who:
  - completed an English-taught secondary or higher education degree in Canada, the United States, the United Kingdom, Ireland, New Zealand or Australia or
  - have earned a Bachelor's or Master's degree in an English-taught programme accredited by NVAO in the Netherlands, or
  - have earned a Bachelor's or Master's degree in an accredited English-taught programme in another member state of the European Union
  - have obtained a Cambridge Certificate of Proficiency in English (CPE): A, B or C or a Cambridge Certificate of Advanced English (CAE): A or B.
  - have earned a VWO diploma or equivalent diploma in which English of a comparable level is required or



- are enrolled in the pre-Master's programme Communicatiewetenschap and have thus passed the pre-Master's assessment in advance.

#### Article 7.3 Selection criteria

Not applicable.

#### Article 7.3a Capacity restriction

Not applicable

#### Article 7.4 Pre-Master's programme

1. Applicants with a Bachelor's degree from a university of applied sciences (HBO) or a Bachelor's degree from a research university (WO) who wish to enter the programme but do not fulfil the admission requirements as stipulated in Article 7.2 can request admission to the pre-Master's programme.
2. Article 2 of these regulations does not apply to admission to a bridging or pre-Master's programme. The provisions of sections A and B only apply to the extent that they are described in Article 7.4. Information about the programme from part B2 applies, insofar as it concerns the units of education from the pre-Master's programme.
3. To be admitted to the pre-Master's programme, applicants have to pass the pre-Master's assessment of which the sections English language skills and Numerical & Mathematical skills are compulsory. The minimum scores to be achieved are 3 for English and 3.5 for Numerical & Mathematical Skills.
4. The pre-Master's programme has 30 credits and consists of the following units:
  - a. New Media Challenges (6 EC);
  - b. PM Beschrijvende en inferentiele statistiek / PM Descriptive and Inferential Statistics (6 EC);
  - c. Communicatieklassiekers (6 EC);
  - d. Project Premaster: Communicatiewetenschapper in de maak (12 EC) .

The following terms also apply:

  - a. If the pre-Master's enrollee is completing an individualized pre-Master's programme, this is to be communicated to the enrollee in writing.
  - b. The Examination Board can, if the pre-Master's enrollee submits a written request, exempt the enrollee from one or more examinations.
  - c. Article 5.3.4 does not apply to pre-Master's enrollees.
5. Successful completion of the pre-Master's programme will entitle the enrollee to admission to the relevant Master's programme in the following academic year.

## 8. Interim examinations and results

#### Article 8.1 Sequence of interim examinations

1. The following educational units cannot be participated in until the following sequence requirements are met:
  - Master's Thesis in Communication Science after obtaining the course Research Methods in Communication Science and at least 6 EC from the other courses in period 1 and period 2.

## 9. Regulation right of inspection

#### Article 9.1 Regulation of inspection

More information about the inspection of assessed work see the regulation right of inspection of the programme/track Communication Science on VU.nl Dashboard.

## **Section B2: Programme specific – content of programme**

### **10. Programme objectives, specializations, exit qualifications and language**

#### **Article 10.1 Workload**

1. The programme has a workload of 60 EC.

#### **Article 10.2 Tracks and/or specializations**

The programme has the following specializations:

- Media Psychology;
- Political Communication, Digital News and Public Opinion;
- Marketing and Corporate Communication.

#### **Article 10.3 Programme objective**

The Master's programme in Communication Science is intended to prepare students for the professional labour market where they can hold a position in the field of communication. Graduates are communication scientists who are broadly employable in professional practice. The programme is characterised by a strong theoretical depth and students are trained to apply this theoretical knowledge to social issues. Research plays an important role in the programme, both in the form of being able to interpret and apply scientific research and in setting up and carrying out research. The focus is on applying academic knowledge and skills to socially relevant issues. The programme enables its graduates to work in the field of communication.

#### **Article 10.4 Exit qualifications**

1. Exit qualifications

Knowledge and insight - the graduate has knowledge and insight into:

- a. theories from communication science and related fields of science within one of the graduation tracks;
- b. the current state of the scientific discussion in relation to one of the specialisations, in order to be able to interpret theoretical developments and recent research findings;
- c. the basic principles of research methods used within communication studies, with an emphasis on quantitative methods of social scientific research and in particular the research methods survey, experiment and computational analysis and visualization of (social) media and other data and the techniques of analysis that are commonly used;
- d. advanced quantitative research methods as used within the field of communication sciences; depending on the chosen specialisation, knowledge and insight are expected in the field of research methods survey, experiment or computational analysis which make multivariate analyses possible.

Application of knowledge and insight - the graduate is able to:

- a. apply the most important theories of communication science and related fields of science and recent developments, in particular with regard to one of the graduation tracks, to fundamental communication issues in order to potentially contribute to the scientific discussion;
- b. applying the most important theories of communication science and related scientific fields and recent developments, in particular with regard to one of the specialisations, to identifying, interpreting and responding to communication issues in society, both in a national and international context;
- c. responding to communication issues from society and translating these into practice-oriented communication advice;
- d. use the most important theories of communication science and related scientific fields and recent developments, in particular in relation to one of the specialisations, to substantiate and formulate relevant research questions and hypotheses, thus potentially contributing to the scientific discussion;

- e. to use the quantitative methods of social-scientific research used within communication science and, depending on the chosen specialisation, in particular the research methods survey, experiment and computational analysis, in order to answer methodologically relatively complex research questions;
- f. interpret research data from methodologically relatively complex research and estimate their value.

Judgement - graduates are able to:

- a. interpret theoretical argumentation within the field of Communication Science and in related fields of science, and assess its reliability and validity;
- b. interpret research data from methodologically relatively complex research, collected by the student or by others, and assess them for reliability and validity;
- c. collect literature and data to formulate answers to theoretically relatively complex fundamental or applied questions in which the communication aspect is only a part of the question;
- d. demonstrate awareness of the social relevance of communication issues, including ethical and normative aspects, both in a national and international context.

Communication - the graduate is able to:

- a. indicate to an audience of experts and non-experts what the communication aspect of an applied or fundamental issue is;
  - b. present research findings, conclusions and consequences in writing and orally, both to an expert audience and to an audience of non-experts;
  - c. apply professional skills effectively in individual and collaborative projects and reflect on his/her own performance.
2. Language proficiency may be taken into account in the assessment of (interim) examinations.

#### Article 10.5 Language of instruction

1. The language of instruction is English.
2. The 'Gedragcode vreemde taal' (code of conduct foreign languages) applies.

## 11. Curriculum structure

#### Article 11.1 Composition of the programme

1. The programme comprises at least of a package of compulsory components and an individual Master's thesis.
2. Educational components are categorized as specialized (400), research oriented (500) and highly specialized (600) level.

#### Article 11.2 Compulsory units of education

A detailed description per educational component can be found in the Study Guide.

<i>Educational component</i>	<i>course code</i>	<i>nr of EC</i>	<i>level</i>
Research Methods in Communication Science	S_RMC	6	400
Computational Analysis of Digital Communication	S_CADC	6	500
Choose two:			
- Communication Technology in Organizations OR	S_CTO	6	600
- Branding and Design OR	S_BAD	6	600
- Social Marketing OR	S_SOM	6	600
- Storytelling: the persuasive Power of Narratives OR	S_SSPN	6	600
- Privacy, Self-disclosure and Big Data OR	S_PSBO	6	600
- Social Robotics.	S_SR	6	600
Masterthesis's in Communication Science	S_MTCS	18	600

<i>Educational components specialization Media Psychology</i>			
Essentials of Media Psychology	S_EMP	6	400
Problematic and Beneficial Effects of Media Use	S_PBEMU	6	500
Media Psychology for Impact	S_MPI	6	600
<i>Educational components specialization Political Communication, Digital News and Public Opinion</i>			
News and Information in the Digital Age	S_NAIDA	6	400
Political Communication and Public Opinion	S_PCPO	6	500
Political Communication for Impact	S_PCI	6	600
<i>Educational components specialization Marketing and Corporate Communication</i>			
Marketing Communication and the Consumer	S_MCC	6	400
Public Relations	S_PR	6	500
Marketing and Corporate Communication for Impact	S_MCCI	6	600

#### Article 11.3 Participation in practical training and tutorials

1. In the case of a practical training course, or tutorials, attendance is compulsory unless a different guideline is given in the study guide.

## 12. Evaluation and transitional provisions

#### Article 12.1 Evaluation of the education

1. The education provided in this programme is evaluated in accordance with the evaluation plan in Appendix I. The faculty evaluation plan offers the framework.

#### Article 12.2 Transitional provisions

1. By way of departure from the Teaching and Examination Regulations currently in force, the transitional provisions in Appendix II apply for students who started the programme under a previous set of Teaching and Examination Regulations.

Advice and approval by the Programme Committee, on 3 March 2023.

Approved by the Faculty Joint Assembly, on 15 June 2023.

Adopted by the board of the Faculty of Social Sciences on 27 June 2023.

## Appendix I Evaluation Plan Master Communication Science

FSW periodically evaluates the education in the programmes. Evaluations are an important instrument to look at what goes well in education and what can be improved. FSW evaluates according to the PDCA cycle (Plan-Do-Act-Check) the continuous improvement of education in the programmes. The results of quantitative and qualitative evaluations contribute to this. The Programme Committees meet to discuss the results of these evaluations and make suggestions on how to improve education at course and programme level (e.g. curriculum or minor). The OER stipulates that programme committees have the right to consent to the manner of evaluation. As a result, the programme directors annually provide an evaluation plan in which the methods of evaluation and the cyclical evaluation process are made clear. As of September 2021, this will be the case for the bachelor's and master's programmes in Master's programmes Communication Sciences:

### **What does the programme evaluate?**

Courses. B. Lecturers C. Curriculum (whole/part). D. Connection to the labour market

#### **A. Courses**

**Methods:** (1). Student evaluation of course via questionnaire, (2). Discussion OLC, (3) Focus groups students, (4) Course file/examination board, (5) Tests sample.

**When:**(1) & (2). After completion of course, (3) per semester, (4) after handing in course file, (5) if course falls in sample.

**Who:** (1). SOZ, (2) & (3). OPD/OPC, (4) Examination Board/OWB, (5) Examination Board

**Follow-up:** (1) through (5) Points for improvement are feedback to lecturers from OPD/OPC, lecturer records points for improvement in course file and provides feedback on Canvas.

#### **B. Teachers**

**Methods:** (1). Student evaluation of course (questions about the instructor), (2). Overall evaluation prior to annual appraisal (and promotion) (3) Intervention .

**When:** (1). After completion of course, (2). 1 x per year (3). Annually or on lecturers initiative.

**Who:** (1). SOZ, (2). Supervisor and/or OPD, (3).lecturer/coordinator intervention.

**Follow-up:** (1), (2) and (3). Lecturer records points of improvement in course file, (3). Lecturer adopts points of improvement, possibly in consultation with OPD/OPC.

#### **C. Curriculum**

**Methods:** (1) student focus groups, (2) Interview with teaching team, (3) Annual report

**When:** (1) each semester (2) occasionally, (3) annually

**Who:** (1) OPD/OPC (2) OPD/lecturers, (3) OPD/OPC

**Follow-up:** (1) Points for improvement are fed back by OPD/OPC (2) Assessment plan is revised in team meeting in autumn and curriculum improvements implemented, (3) Action points following administrative consultation with faculty board.

#### **D. Connection to the labour market**

**Methods:** (1). Field advisory board, (2) Incidental consultations with stakeholders, (3) Alumni survey.

**When:** (1). 1 x per year, (2) & (3) incidental

**Who:** (1) OPD, (2) & (3) Stakeholder coordinator

**Follow-up:** (1) Minutes and action points frequent meetings of field advisory council, in which alumni also participate. This is shared with OLC (2 & 3) Improvement points are fed back by OPD/OPC/Coordinator.

## Appendix II Transition Table Communication Science

### Transition Table 2023-2024:

Subject in 2022-2023 (or before)	Replacement subject in 2023-2024
Internal Communication and New Media	Communication Technology in Organizations

### **Appendix III Making online multiple-choice examinations available for inspection**

The Teaching and Examination Regulations (Part A, Article 3.9, paragraph 1) make the following provisions on the student's right to inspect their written examination after assessment: 'Within twenty working days after the announcement of the results of a written examination, but at least ten working days before the resit opportunity, the student can, on request, inspect their assessed work, the questions and assignments set, and the standards applied for marking. The time and location of this inspection is announced at the examination or on Canvas.'

Teachers who use multiple-choice questions in written examinations seek ways to provide an opportunity for inspection (and for discussion of the examination afterwards) without the risk of multiple-choice questions being distributed as screenshots or by similar means. The distribution of questions in this way means that new multiple-choice questions have to be formulated each time. This not only increases the lecturer's workload but also adversely affects the quality of the questions, as constantly varying the questions entails an increasing level of detail.

Online proctoring (or other technologies) do not offer watertight safeguards when written online examinations with multiple choice questions are made available for inspection. Yet there is a pressing need for watertight safeguards: if a single student is able to copy multiple-choice questions, there is nothing to stop them becoming available to everyone.

To prevent written online multiple-choice examinations being made public against the wishes of the examiner, the Faculty Board – in consultation with the Faculty Student Council and the Subcommittee – has drawn up a number of guidelines for making such examinations available for inspection. The Examination Board subscribes to these guidelines, which entail the following:

- In the case of online inspection of multiple-choice examinations, access to the assessed work and the questions set should be limited, and the lecturer should suggest alternative ways to give students feedback on their exam result as effectively as possible without sharing the questions.
- Lecturers should look for alternative ways to give students the best possible feedback, for example by providing insight into marks per theme instead of per question or – where necessary or at a student's request – by giving examples of questions that were answered incorrectly on an individual basis.
- If a lecturer wishes to provide more detailed feedback to several students at once, this can be done in a closed Zoom session for which students have to register.
- The above restrictions do not apply to open questions. For open questions, students retain the right to inspection as regulated in Article 12, paragraphs 2 to 4 of the current Rules and Guidelines of the Examination Board.