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attn. Executive Board

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kenmerk 0622 - Bestuurskunde (cl) ow 2017
doorkiesnr
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betreft Advice name change bachelor European Public Administration

Dear members of the executive board,

The assessment panel Public Administration recently visited the Public Administration programmes at the Faculty of Behavioural, Management and Social Sciences at Twente University, with support provided by evaluation agency QANU.

The panel was informed that the bachelor's programme European Public Administration will apply for a name change to reflect its development towards a technology-based public administration programme. The programme has already made some changes to its curriculum to strengthen its technological characteristics whilst retaining its core in public administration. The programme wishes to change its name to 'Management, Society and Technology'. To support the request for name change to the Dutch-Flemish Accreditation Organization (NVAO), the panel was asked for advice on this topic.

During the site visit, the panel discussed the proposed name change with management, teaching staff, students and alumni of the programme. The panel also studied the intended learning outcomes and the curriculum changes, and discussed this during the site visit.

The panel was hesitant about using the term 'management' in the title of a public administration programme. However, using the results of a recent survey, the programme convincingly showed the panel that the combination of the English terms 'management' and 'society' provided better recognition of the programme's content among secondary school students than more direct translations of the Dutch term 'bestuur'.



The panel concludes that the proposed name 'Management, Society and Technology' adequately reflects the aims and content of the programme. It therefore advises positively on the proposed name change.

Yours Sincerely,

Prof. T. Bovaird
Chair assessment panel Public Administration