

# Quality Enhancement Framework for Icelandic Higher Education



## Subject-Level Review for the Department of Business Bifröst University

September 2018



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BIFRÖST UNIVERSITY

## **Executive Summary**

The Department of Business (DB) has been strengthening in the last decade, especially since 2013. Overall, there has been a steady increase in number of registered students, with a little drop in 2016 and 2017 but the rise in 2018 means there were more new registered students in the autumn of 2018 than ever in the last ten years. Another change, based on the Department's strategy is the increased overall strength of the master's study programmes. This is mainly due to the master programme in 'Leadership and Management' (L&M) that was introduced in 2014, and has since been developed and strengthened with the introduction of L&M with special emphasis on human resource management and L&M with special emphasis on project management. Regarding the BS study programme, it has been constantly evolving with emphasis on marketing as its core strength. To build on that strength a new emphasis on social media was introduced in 2018 with significant success. Further, to strengthen the BS programme an emphasis on business intelligence has also been introduced with positive results.

One of the effects of the organizational changes at Bifröst University (BU) in 2016 was the establishment of academic independence for the DB, including in relations to research matters. In this light, a special work committee was formed in autumn of 2017. The purpose was to analyse DB's research activities and define a new research agenda, in relations to quality of; research output, study programmes, student experience, and employee development and well being. The committee has not finished its work but preliminary results point into the direction of defining more clearly the role of academic and applied research, strengthening of academic staff in terms of number of employees, and increased academic independence in terms of BU's research evaluation system.

In general, student experience within the DB is positive. Still, there may be room for improvement and there is a need for further strengthening in terms of gathering and analysing research data in relations to student experience. Further continued development of both undergraduate programmes and master's programmes that support the vision of the University is important. In this light, one new undergraduate programme is planned and two new master's programmes are planned: a) an undergraduate programme with emphasis on project management is planned for autumn 2019, b) L&M with the emphasis on servant leadership is planned for autumn 2019 and c) a new MS programme in Servant Leadership, taught in English, is planned for autumn 2020.

To conclude, DB's strategy and planning lead to numerous activities that are defined within our Quality Enhancement Programmes (QEP's). They are part of our Total Quality Management (TQM) system that was established in 2013, and first presented in SLR1. As presented in this subject level review (SLR2) there are many ongoing and new quality enhancement programmes (QEP's) currently active and the future outlook for the DB is overall positive.



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