

## Design a new study programme from a market perspective



The BSc program Management, Society and Technology at the University of Twente

Dr Ringo Ossewaarde, associate professor in Governance, Society & Technology, University of Twente, Dept of Public Administration



# The Public Administration curriculum at the University of Twente

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- University of Twente
  - Founded in 1961
  - University of Technology
    - Engineering
    - 1964 first courses
- Public Administration program
  - 1976 (oldest PA program in the Netherlands)
    - Understanding institutions
    - Policy making is a profession
    - Good policy makers pose the right questions



# The internationalization of the PA curriculum

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- 2001 European Studies
  - English-taught program leading to double-degree diploma with WWU Münster
- 2003 Bologna process
  - BSc-MSc
- 2005 Dutch BSc Public Administration (PA) program and English BSc European Studies (ES) program



# The Twente Education Model (TEM) (2013)

- A new approach to university education
  - 10 week modules of 15 EC
  - Four modules a year, integrating subjects
  - Integration in project-based team work
- Module coordinator
- Module team
- Core lecturers and project tutors



## TEM and curriculum reform

- 2013 BSc European Public Administration (EPA)
  - Integration of the Dutch BSc PA and the English BSc ES programs
    - End of Dutch education in BSc program
  - Specialization tracks PA and ES in the 2<sup>nd</sup> year
- EPA and joint degree program with WWU Münster
  - Public Governance Across Borders program



## BSc European Public Administration curriculum (2013-2017)

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- Module 1: The modern state
- Module 2: European challenges
- Module 3: Public policy
- Module 4: Regional and smart governance
- Module 5: Public management
- Module 6: Public governance in Europe
- Module 7 and 8: PA and ES specializations
- Module 9 and 10: Minor or study abroad
- Module 11: Thesis preparation and professional.
- Module 12: Bachelor thesis





## A change of context (2015/2016)

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- Societal context: the 4th Industrial Revolution (World Economic Forum 2016)
  - New technological challenges
- Dutch government: universities need to have a clear and distinguishing profile
  - University of Twente: high tech/human touch
- New Faculty: from Management and Governance to Behavioral, Management & Social Sciences (2012)
  - Opening up of BSc programs
    - Inclusion of other departments in curriculum
      - Research methods
      - Philosophy and science and technology



# The BSc EPA program and the quest for embeddedness

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- EPA and high-tech/human touch?
- EPA and the BMS faculty?
- PA in a tech-based society / 4<sup>th</sup> Industrial Revolution?





# The quest for embeddedness: a new BSc program

- BSc PA with a tech orientation?
  - A new profile: keywords: tech-society, complexity, societal and technological challenges, problem-solving, design
  - Market research
    - Newcom, 2016
  - Accreditation of BSc EPA in 2017
    - Committee is enthusiastic about new (proposed) PA profile
- Name change: BSc Management, Society & Technology
  - Sep 2018



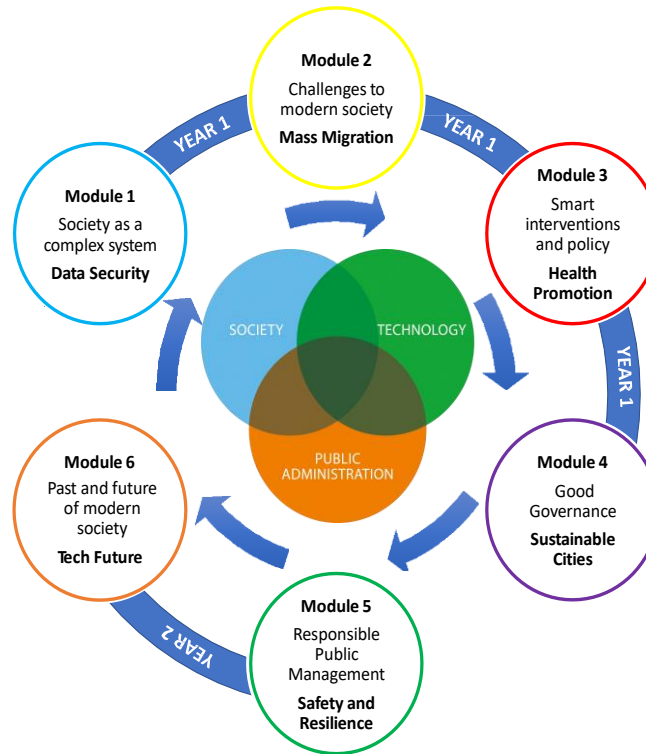
## From BSc EPA to BSc MS&T: curriculum reform

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- Module 1: Governing in the tech-based society
- Module 2: Societal challenges
- Module 3: Smart interventions
- Module 4: Good governance
- Module 5: Responsible public management
- Module 6: Past and future of modern society
- Module 7 and 8: PA and ES specializations
- Module 9 and 10: Minor or study abroad
- Module 11: The craft of public administration research
- **Module 12: Bachelor thesis**



# The MS&T curriculum: first six modules





# The adjusted learning goals in the BSc MS&T program: an example

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- European Public Administration (2013—2017) 1.1 A student has knowledge and comprehension of: (a) the interdisciplinary foundations of public administration: policy, governance, and public management. (b) the multi-scale nature of society and societal challenges—integrating the local scale with the regional, national scale, European, and the global scale.
- Management, Society & Technology (2018—) 1.1 A student has knowledge and comprehension of the different ways technologies affect society, societal challenges, as well as policy, governance, and public management.



# What is next?

- Student profile and expectations
  - ‘Hands on technology’?
  - 2<sup>nd</sup> year specialization track in Technology (e.g. on algorithmic decision-making or on AI)?
- Further expertise development among staff
- Further (and more deeply) embedding in Faculty BMS and UT
- UT program ‘Shaping 2030’



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