# O-experience survey 2023

- BA Business Management Major: Marketing
- Brussel
- new and diploma students

#### **0. SURVEY O-EXPERIENCE STUDENTS: CONTEXT**

#### What is the O-experience survey?

The survey 'O-experience' explores various aspects of studying at Odisee. Since 2021 it has been a yearly survey during the months of may/june. Each time, it was administered to two groups of students: (1) the students who are new to the program in the academic year of the survey, and (2) the students who are graduating in that academic year (referring to the situation in the month of May of that academic year).

By conducting this survey annually, every student essentially has at least one opportunity to provide feedback on studying at Odisee through a standardized questionnaire.

#### What do we inquire about? What information is included in this report?

#### 1. Basic requirements

Survey: The student is presented with a list of 24 basic requirements for quality education. By default, these requirements are checked. If a student finds an issue with a specific requirement, they can uncheck it and provide an explanation in a text field.

Reporting: Percentage of students who unchecked the specific requirement.

#### 2. Ambitions

The student is presented with a list of ambitions. The question is structured in a way that students can (1) explicitly indicate if it is a strong point of their program, (2) explicitly indicate if it is an area for improvement for their program, or (3) not indicate either option and thus assess the ambition as neutral.

Reporting: We provide an overview of the ambitions and the percentage of students who classify them as a strong point, an area for improvement, or neutral aspect of the program.

#### 3. Response

Information about the number of students contacted and the number that completed the survey.



## 1. BASIC REQUIREMENTS (N=97)

Students were presented with 24 basic requirements (checked by default). The percentage indicates the number of students that find that the basic requirement is NOT present (they unchecked the item). The order of the items is the order in which they were presented to the students.

Basic requirement	
The percentage shows the number of students who think a requirement is NOT present	(N=97)
Clear learning goals	6.2%
Correct study load	10.3%
Well built programme (no disturbing overlap between courses, no missing links)	12.4%
Sufficiently practice oriented	17.5%
sufficiently theoretically substantiated	9.3%
Sufficient attention to societal challenges	16.5%
Sufficient attential to research skills	14.4%
Good course materials	8.2%
interesting assignments	16.5%
Varied range of teaching methods	12.4%
Opportunities to gain international learning experiences (locally or abroad)	13.4%
Opportunities to get in touch with proessional practice	16.5%
Clear agreements about evaluation	13.4%
Evaluation methods that allow me to show what I'm capable of	17.5%
Easily approachable teachers	12.4%
involved guidance, adapted to my needs	15.5%
A digital learning environment that supports my learning	3.1%
ICT facilities that meet the needs	4.1%
Classrooms that meet the needs	6.2%
Clear communication about the education and examination regulations	10.3%
Clear communication about results and follow-up of quality control	10.3%
Clear communication about practical-organizational matters	15.5%
Practical experience takes shape through consultation between students, teachers and the field	10.3%
Students have a say in the further development/improvement of education	16.5%
overarching average	12.0%

# Summary Year number of items with score:

	>30%	[20%;30%[	[10%;20%[	<=10%
2022-2023	0	0	18	6

## 2. AMBITIONS (N=74)

Students were surveyed about 21 ambitions. The question was structured in a sucha a way that three groups of respondents could be distinguished for each ambition:

- respondents who indicate that the ambition is a strong point of the programme (promoter).
- respondents who indicate that it is an area for improvement (detractor).
- respondents who assess the ambition as neutral, neither as a strong point nor an area for improvement (neutral).

The order of the items is the order in which they were presented to the students.

gegevens voor 2022-2023	% promotor	% neutraal	% detra	ctor
Offers a programme with a wide range of options	56.8		31.1	12.2
Allows me to set learning goals myself	62.2		33.8	4.1
Allows me to learn in the way that works best for me as there are different learning paths	59.5		27.0	13.5
Aims for an enterprising and critically-reflective attitude	56.8		27.0	16.2
Uses practice from the outset as a starting point for learning	39.2	50	0.0	10.8
Offers opportunities to learn (also informally) outside the university of applied sciences	41.9	4	5.9	12.2
Offers opportunities for social engagement	60.8		32.4	6.8
Challenges me to actively commit to my studies and to step out of my comfort zone	59.5		23.0	17.6
Encourages me to collaborate with other students, also outside my study programme	47.3		43.2	9.5
Encourages me to use a diversity of sources, including self-sought and international sources	67.	6	28.4	4.1
Supports and stimulates contacts with international students	67.	6	25.7	6.8
Contributes to openness to diverse cultures	64.9	)	31.1	<mark>4.1</mark>
Gives me a say in the evaluation	28.4	55.4		16.2
Supports my growth as a self-aware person with a professional identity	59.5		27.0	13.5
Helps me to take control of my learning process	58.1		37.8	4.1
Teachers and staff guide me as a team	51.4		40.5	8.1
Provides tailor-made feedup (what to do), feedback (where are you now) and feedforward (what are the next steps) at the right time	48.6		37.8	13.5
Considers an experience of failure to be an opportunity for further growth	45.9	4	40.5	13.5
Supports and stimulates an approach independent of time and place, with appropriate coaching	51.4		47.3	
Offers opportunities to participate in practice-oriented research	70	).3	23.0	6.8
Lets me co-create around complex challenges with the professional field, professionals from other fields and/or social organizations	48.6		35.1	16.2



# 3. RESPONSE: number of students that received the survey - Response %

		Diploma student		new s	tudent	To	otal
2022-2023	survey finished	22	14.1%	50	24.3%	72	19.9%
	survey partially finished	10	6.4%	22	10.7%	32	8.8%
	survey not opened	124	79.5%	134	65.0%	258	71.3%
		156	100%			3	100%
response (co	empleted + partial): 104/362 (28.7%)						