O-experience

survey 2026

- BA Business Management - 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=105)

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.

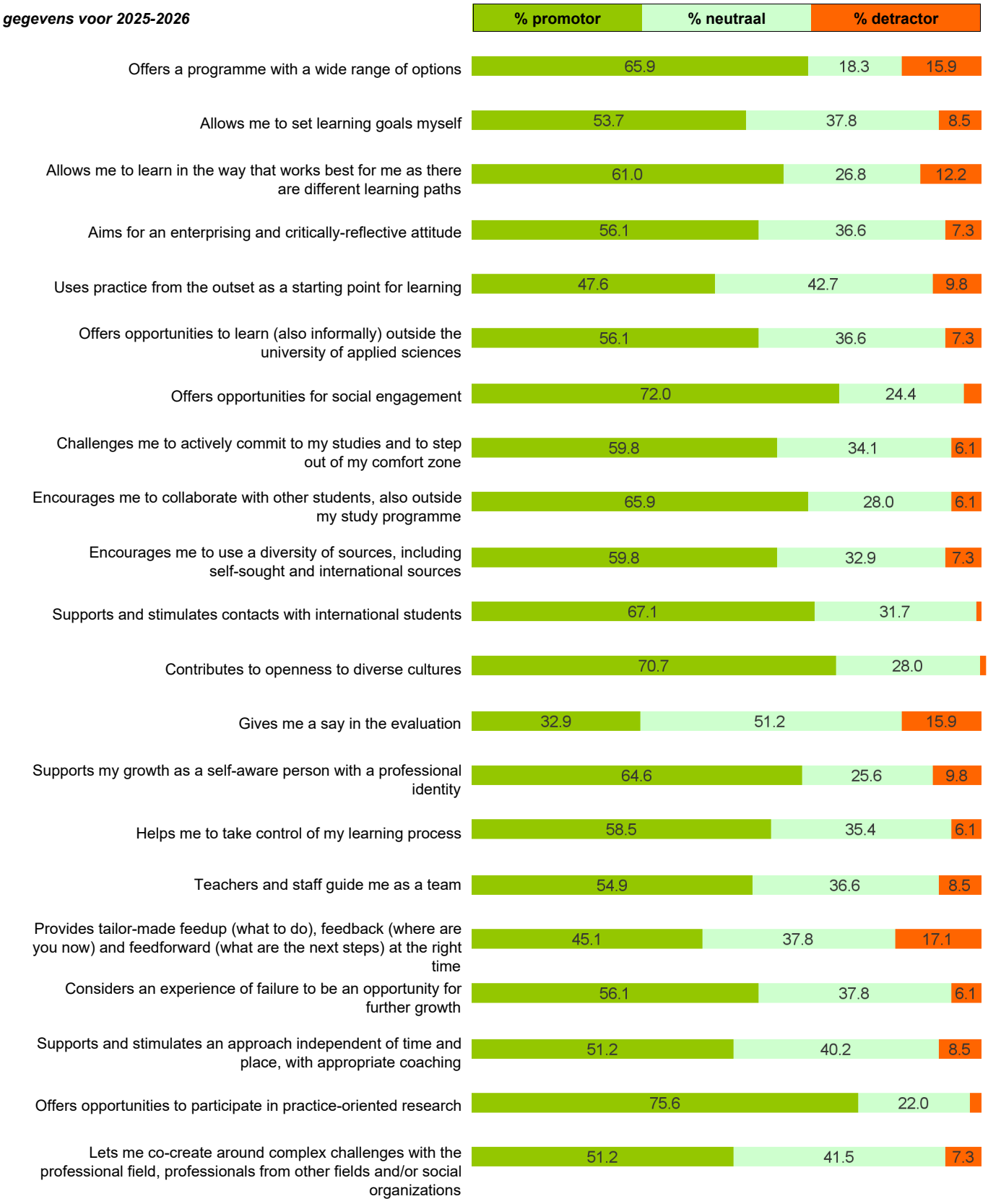
Basic requirement *of students who think a requirement is NOT present*	2025-2026 (N=105)
Clear learning goals	13.3%
Correct study load	11.4%
Well built programme (no disturbing overlap between courses, no missing links)	30.5%
Sufficiently practice oriented	5.7%
sufficiently theoretically substantiated	8.6%
Sufficient attention to societal challenges	13.3%
Sufficient attential to research skills	7.6%
Good course materials	15.2%
interesting assignments	11.4%
Varied range of teaching methods	9.5%
Opportunities to gain international learning experiences (locally or abroad)	9.5%
Opportunities to get in touch with proessional practice	11.4%
Clear agreements about evaluation	18.1%
Evaluation methods that allow me to show what I'm capable of	17.1%
Easily approachable teachers	8.6%
involved guidance, adapted to my needs	14.3%
A digital learning environment that supports my learning	13.3%
ICT facilities that meet the needs	10.5%
Classrooms that meet the needs	4.8%
Clear communication about the education and examination regulations	6.7%
Clear communication about results and follow-up of quality control	14.3%
Clear communication about practical-organizational matters	15.2%
Practical experience takes shape through consultation between students, teachers and the field	5.7%
Students have a say in the further development/ improvement of education	9.5%
overarching average	*11.9%*

Year	Summary - number of items with score:			
	>30%	[20%;30%[	[10%;20%[	<=10%
2025-2026	1	0	13	10

2. AMBITIONS (N=82)

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.



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

		Diploma student		new student		Total	
2025-2026	survey finished	30	***15.5%***	39	***12.8%***	69	***13.9%***
	survey partially finished	14	***7.3%***	28	***9.2%***	42	***8.4%***
	survey not opened	149	***77.2%***	238	***78.0%***	387	***77.7%***
		193	***100%***	*305*	***100%***	*498*	***100%***

response (completed + partial): 111/498 (22.3%)